

Employee X-Rays Given At Four Company Plants

The annual chest X-ray program for employees was conducted at the Ft. Madison and Mt. Pleasant plants during February.

A special mobile unit of National X-ray Surveys Inc. visited the main plant Thursday and Friday, Feb. 23-24, went to Mt. Pleasant Friday afternoon, Feb. 24 and returned to Ft. Madison Feb. 27 to finish up at the Skrip and Tool & Die plants.

Last year approximately 1,600 employees were X-rayed under the program which is provided by the company at no charge to the employees. It is designed to aid in the early detection of any serious diseases which might later handicap or disable the employee.

The X-rays are then sent to a specialist. If there is any doubt about an individual's X-ray, the radiologist refers it to Dr. Feightner who may then request the employee to have a larger X-ray taken. The result of this is reported back to Dr. Feightner who will then refer the employee's case to his family physician for further attention.

Leland Goosey Attends National VFW Meeting

Leland D. Goosey (Plastic Fab) recently returned from Washington, D. C. where he attended a meeting of the national budget and finance committee of the Veterans of Foreign Wars.

Leland, a past state commander, was one of several hundred national and state VFW leaders who attended the meeting held in conjunction with the annual VFW conference.

A highlight of the four-day meeting was a congressional dinner at which General Alfred N. Gruenther, supreme allied commander in Europe, was the speaker. Guests at the dinner included Iowa's senators and representatives as well as other top government officials.

Named Trustee

W. A. Sheaffer II, president, was recently elected a member of the board of trustees of the Equitable Life Insurance Co. of Iowa at the 89th annual meeting of the insurance company in Des Moines.

R. O. Thomas Named To N. A. M. Committee

Robert O. Thomas, the company's legal counsel, has been appointed a member of the National Association of Manufacturers' Committee on Industrial Relations.



R. O. THOMAS

The Industrial Relations committee is responsible for the formation of policies and principles involved in sound national labor policy and effective employer-employee relations. Representing over 20,000 NAM member firms, the Industrial Relations Committee concentrates on government intervention in labor-management relations and problems of manpower, wages and hours.

50 Attend Activities Committee Banquet

Fifty Activities Committee members, WASPCO councilors and their guests attended the annual banquet given by the Activities Committee at Rainbow Inn at Lima, Ill., recently.

The banquet climaxed the committee's activities for the year. Members of the WASPCO Council were invited to attend the banquet as a token of the committee's appreciation for the cooperation it had received from the council during the past year.

New members will be elected this month to serve on the Activities Committee during the coming year. The new committee will take office March 1.

Be Glad You're You

Your:

Heart—*No pump as perfect if you treat it right.*

Eyes—*No camera can touch them for efficiency.*

Nervous system—*No telegraph system equal to it.*

Voice and ears—*Better than any radio built.*

Nose, lungs and skin—*There isn't a ventilating plant as wonderful.*

Spinal cord—*Can't be beaten by the most complete switchboard for giving instantaneous warning and reactions.*

Such a marvelous, complicated mechanism as YOU is worthy of your highest respect and best care. Protect yourself always.

You are your own best safety device.

Women Formulate Plans For N. Y., KY., Trips

With plans well underway for the Women's Travel Club's trip to the Kentucky Derby in May, the program committee is now busy working on its trip to New York next July.

The women will travel aboard a 41-passenger chartered American Bus Lines coach piloted by L. E. Williams, the driver who has accompanied the club on many of its past tours.

The club members will leave Ft. Madison July 4 or 5, depending upon whether arrangements can be made for a tour of the Ford plant at Detroit. The second day, July 6, will be spent at Niagara Falls. Next stop on the itinerary will be Albany, N. Y., where the women will visit various historic spots, the state capitol and other points of interest before going on to New York where they plan to spend three days.

TO TOUR LINER

One of the highlights of the New York visit will be a tour of the liner Constitution. In addition, there will be tours of the city, a yacht trip around Manhattan and visits to various points of interest.

From New York, the group will swing down to Washington, D. C., for a visit to the capitol, and some of the other interesting spots on July 11 and 12. Then the women will head back home, stopping overnight at Canton, Ohio, on July 13 and arriving in Ft. Madison on July 14.

38 TO KY. DERBY

Meanwhile, 38 women have indicated their intention of making the trip to Louisville, Ky., to attend the Derby. The women will leave Ft. Madison Friday evening May 4 by chartered bus and return Sunday evening May 6. They will spend Friday night at Vincennes, Ind., go on to Louisville for the Derby on Saturday and return to Vincennes where they will spend Saturday night. Following breakfast and church, the women will start back to Ft. Madison on Sunday, arriving here in the afternoon.

Further arrangements for the trips will be discussed at the club's next meeting March 6 at the Sheaffer clubhouse. The program committee also announced it plans to have a guest speaker address the club on the Kentucky Derby at the travel club's April 3 meeting.

Goings On...



A. A. Zuber (l), general manager of the Tool & Die plant, presents Keith James (second from right) with his tool and die apprentice diploma while Marion Paul (second from left), training director, and Ed McKiernan (r), tool and die apprentice training director watch.



Franklin Davis (center) receives his diploma from Ed McKiernan (r), tool and die apprentice training director, upon completion of his tool and die apprentice training course. Looking on is Dick Schwartz (l), tool and die foreman.



Walter Watson Jr. (standing at right) (Metal Fab) and Herman Hellige (kneeling second from right) (Occupancy) are shown with a group of their fox hunting companions. Seven foxes which they bagged on a recent weekend hunt are shown in the background.

Sheaffer bowlers took top honors in the recent Rodeo Ci Bowling Tournament. Shown with their prizes are l-r: O. Richardson (Pencil), men's winner; Betty Chock (Sales), a events handicap winner; and Lorena Wilcox (Gold Nil all-events scratch winner.



Officers of the Women's Travel Club discuss the route they plan to take on the trip to New York and Washington next July. L-r, Ola Lightfoot (Plastic Fab), secretary; Ethel Krebill (Pencil), treasurer; and Margaret Felbauer (Plastic Fab), president.



Dear Mr. Jones:

We wish to acknowledge receipt of your very kind letter

of January 20 in which you stated that you would like us to

send you a copy of our brochure on our new Tool & Die plant.

Per your request, we wish to advise you that we are

enclosing you under separate cover not only same, which you

requested, but also copies of some earlier issues of our

Tool & Die brochure.

Regarding

With reference to your previous correspondence with

Mr. Blank on the subject of obtaining additional information

on this new operation, we wish to say we would be very

pleased to have you pay a visit to our new plant at your

earliest convenience so that we can discuss this matter

at greater length.

Thanking you for your courtesy and kind consideration,

we remain

Very truly yours,
W. A. SHEAFFER PEN COMPANY

Obviously → By James Jones who?

moss covered phrases that they would be afraid to use in normal conversation.

Business letters, in addition to getting a particular job done, serve another purpose. They are public relations tools. If your letter is friendly and to the point, it conveys a favorable impression of the company to the individual receiving it. On the other hand, old fashioned letters with antiquated phrases convey that impression of the company.

Another important thing to remember in writing a business letter—or any type of letter for that matter—is the purpose for which the letter is being written. Too often the real intent and purpose of the letter is cloaked in so much excessive wordage and double-talk that the individual has to read, parse and diagram it several times before he discovers what you are trying to say.

For example, wouldn't you rather receive a letter that starts off:

"Thanks for your letter of January 10. Our files show, etc." instead of

"We have received your communication of January 10 and wish to advise you that we have made a thorough search of our files. As a result of this check we have discovered etc."

Here are a few simple tips that will help you to improve your letter writing and at the same time make your letters more effective:

Answer letters promptly

Know what you want to say—then say it simply

Be friendly, clear and concise

Write the way you speak and feel
Avoid obsolete and hackneyed phrases

Sign your letter legibly

Look over the letter carefully before you send it

Signing your letter in a legible hand is important. Nothing is more annoying to the recipient of a letter than to windup by trying to figure out a blob of henscratching that's suppose to identify the writer of the letter.

A second glance over the letter after you've signed it oftentimes catches an error or awkward phrase that you've missed the first time. If that's the case, you'll pat yourself on the back as you seal the corrected letter and send it on its way.

Remember, every letter carries a message—about the company, its business and you.

HOW DO YOU LOOK ON PAPER?

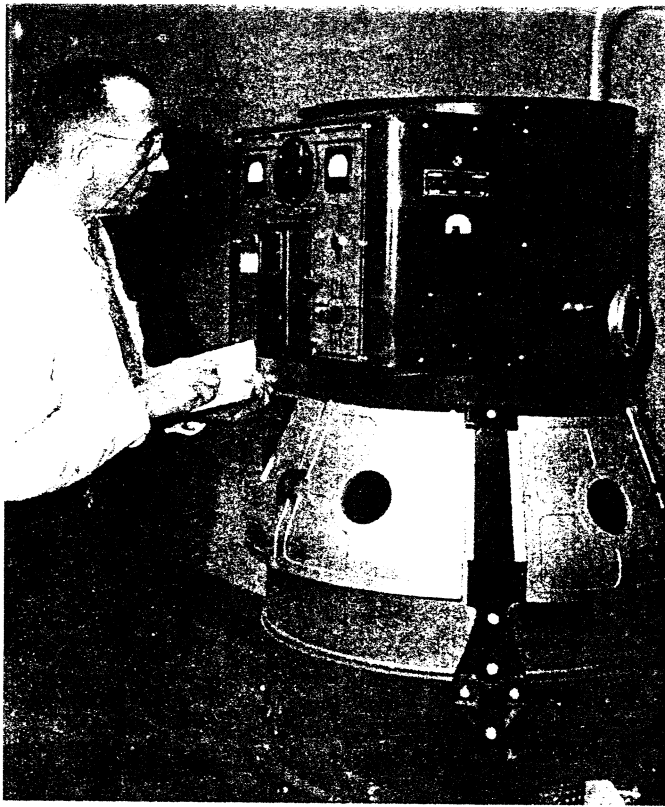
Are your letters clear, concise and direct. Here's how to avoid some of the common pitfalls of correspondence.

DID you ever stop to wonder how the recipient of your letter sizes you up? Well, whether you know it or not, your letter gives him a pretty good clue.

Letters give a graphic picture of the writer. A long-winded letter that takes six paragraphs to ask for a copy of an annual report, a catalog or a sample conjures up in the mind of the recipient of the letter the empty barrel type of character who likes the sound of his voice.

On the other hand the letter that is natural, brief and friendly conveys a highly favorable impression upon the individual who receives it. In addition, it gets the job done. The key to good letter writing is to write as you speak.

One of the big pitfalls that many correspondents encounter is the tendency to be unnatural in their letter writing. They adopt a completely different approach from their normal manner of speaking. They borrow old,



Chief chemist Robert S. Casey, who developed Skrip writing fluid, checks Skrip samples which have been exposed to the strong arc lights in the Fade-ometer, a machine which simulates the brilliance of mid-day June sunlight.

'Sunburned' Skrip

IT'S June in January in the company's modern research laboratory where Skrip basks in the noon June sun nearly every day of the year.

A special machine called a color Fade-ometer with powerful carbon arc lamps produces light of the intensity of the noon June sun. And it's in this simulated sunlight that Skrip basks—but not for health reasons.

The prime purpose of this simulated sunbath for Skrip is to provide chief chemist Bob Casey, the man who developed Skrip back in 1922, with important information about the various Skrip colors and their resistance to fading.

These continuing sunbaths for Skrip enable Sheaffer's to give Skrip users a writing fluid that will resist fading and be legible for many many years. For records and important documents, this is important.

If you happen into the lab at the right moment, you may catch Bob Casey inserting a new batch of Skrip samples in the Fade-ometer or checking some already inside it to see how the fade tests are progressing. Usually Bob has a page of copy handwritten with the sample of Skrip he's interested in checking. Then the page is cut into small rectangles about two and a half by three inches. These are inserted into frames in the Fade-ometer so that a part of the Skrip writing is shielded from the light and a square in the center is exposed to it. This provides an effective comparison between the original and the results of exposure to sunlight after the sample is removed. The arc lights in the Fade-ometer are then turned on and the samples rotate slowly around the light until the tests are completed.

Although federal specifications for writing fluids require only 48 hours of exposure to the light, samples of Sheaffer's Skrip have run over 1,000 hours and still been legible.

Black Skrip Jet
Black Skrip Jet
Black Skrip Jet
Skrip Jet

A test Skrip sample after 50 hours in the Fade-ometer. The square area was exposed to the light.

Black Skrip Jet
Black Skrip Jet
Black Skrip Jet
Black Skrip Jet

The light area of this test sample has been exposed for 200 hours in the Fade-ometer.

Black Skrip Jet
Black Skrip Jet
Black Skrip Jet
Black Skrip Jet

The light square area of this test sample has been exposed for 1,000 hours.

SHEAFFER'S REVIEW

Vol. 9 February No. 2

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories
Fort Madison, Iowa, U. S. A.

Fineline Division

Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,
Goderich, Ontario, Canada

American Office and Factory
Melbourne, Australia

Export Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

RETIREMENTS

There's something glad, and something sad, in the news that twelve of our fellow workers are retiring this month.

Those who have worked beside them through the years will share memories with them. Memories of good years and bad, but years that added together show progress in which we can all take pride. And little memories, too . . . little irritations that are inevitable in day to day living . . . laughs and pleasures that add to the fullness of life.

The friendships built through the years mean much to all of us. So in parting, we wish them God-speed as they start those happy, easy going years of just "taking it easy".

Reservations Pour In For Export Convention

Ft. Madison and the Sheaffer Pen Company will play host to visitors from many parts of the world when Sheaffer's holds its first export convention since 1947 here June 3-7.

Reservations already have been received from Sheaffer representatives in such distant places as New Zealand, Morocco, Malaya, Thailand, Italy, Hong Kong, East Pakistan, Lebanon, Australia, Costa Rica, Panama, Columbia, India, South Africa, Belgium, Netherlands West Indies, Puerto Rico, Switzerland, France, Hawaii, Portugal, and Guatemala.

This year's convention of Sheaffer representatives from abroad is expected to attract considerably more than the previous one which was attended by more than 50 representatives from 22 different countries.

Sheaffer Girls Take Top Tourney Spots

Lorena Wilcox (Gold Nib) and Betty Chock (Sales) took top honors in the second annual city women's bowling tournament recently.

Lorena, defending her all-event scratch trophy, rolled a 558 in the singles, 516 in the doubles and 470 in team play for a total of 1544 pins. She also rolled 594 in the handicap event to take second place in the singles, then paired with Betty to win the doubles with 1090 pins and placed third in the all-event handicap event.

Betty posted scores of 626 in the singles, 538 in the doubles and 541 in the team bowling. After taking the singles handicap title, she paired with Lorena to win the doubles.

Billie Mitchell (Traffic) finished fifth and Darlene Cornell (Patent) was sixth in the single handicap event with scores of 547 and 541 respectively. Other Sheaffer bowlers who competed in this event included: Millie McCabe (Pencil) 535, Kaye Haley (Accounting) 528, Ruth Slagel (Scrip) 514, Osa Wilsey (Accounting) 511, Dorothy Hoenig (Payroll) 491, Patti Wolf (Pilot Line) 484, Alta Mae Perry (Cashiers) 479, Ruth McFarland (Sale) 476, Gerry Wagner (Payroll) 462, and Faye Green (Gold Nib) 454.

In the team scoring, Sheaffer Shipping was fourth with 2539 pins and Sheaffer Accounting was eight with 2496.

Top scorers with handicap in all-events were: (1) Betty Chock 626-538-541-1705; (3) Lorena Wilcox 594-552-506-1652; (4) Darlene Cornell 541-519-567-1627; (6) Billie Mitchell 547-542-536-1615.

THIRTY YEARS

Thirty years are a long, long time

When you turn them around in your mind;
But you'd be surprised how short they become
When you find they are far behind . . .

Oh, the happiest years for any man

Are the years that he faithfully spends
At the elbows of others where service surrounds
His life with a circle of friends . . .

And I'll always look back at my thirty years

With a smile, and a sob, and a thrill—
For, as long as I live, I'll never forget
The days with "Gooney" and "Pop" and "Bill".

— A Friend

SHEAFFER CANADIAN SALES SHOW INCREASE

Canadian sales of Sheaffer writing instruments increased approximately 40 per cent during 1955 and marked the second substantial increase in the company's sales since it moved to Goderich, Ontario, in 1954, Leon H. Black, president of the Canadian company announced recently.

While the Canadian company's export sales declined to partially offset domestic sales, the company is pushing ahead with increased distribution throughout Canada to counteract this, the pen company president said.

"Looking ahead, we feel that our domestic sales will continue to increase during 1956, although we anticipate it will be at a smaller rate than during 1955 and 1954," Mr. Black said.

In a somewhat less optimistic tone, he pointed out that unless drastic changes take place in a number of foreign markets, the company can not expect any marked upswing in its export sales.

He explained that the decrease in export sales stemmed largely from tightening of import restrictions by foreign countries on certain Canadian products and the difficulty in obtaining Canadian dollars in certain foreign markets.

Copies Of Sheaffer Pens In Moscow Dept. Store

Apparently even the Russians are impressed by Sheaffer pens because imitations of them are displayed in one of Moscow's biggest department stores.

Howard Norton, the Baltimore Sun's correspondent in Moscow, writes that "the casual visitor, seeing Moscow's big GUM (pronounced Goom) department store for the first time is bound to be impressed by the tremendous variety and apparent good quality of consumer goods on sale."

Price tags, he reports, range from unbelievably high to just ordinary high.

For example he says "fountain pens, which look like a copy of the American Sheaffer sell for \$5 to \$8" while small pendulum clocks are \$50 to \$125; a cheap wrist watch \$85, pocket watches, upward from \$40; ladies' cotton gloves \$7 a pair; ladies' plastic handbags, \$25 to \$50, and boys' suits \$16 to \$80.

And, Mr. Norton adds, all of the goods in this big department store seem to be of Russian manufacture.

Service Anniversaries

— 30 YEARS —

Herbert Kistler (Engineering)
Ernest Miller (Plastic Fab)
Victor Sharp (Repair Parts)

— 20 YEARS —

b. J. Byers (Work Mgrs. Office)

— 15 YEARS —

Ruth Schlegel (Service)
Florence Glasgow (Service)
Frank Lowery (Inspection)
Maurice Phillips (Gold Nib)
Ivan Covington (Australia)

— 10 YEARS —

Bordena Orr (Stenographic)
Mabel Lucas (Scrip)
Eileen Long (I.B.M.)
Wilma Cummings (Gen. Adm. Op.)
Betty Fischer (Accts. Receivable)
Bonnie Morrison (Service)
Isabel Brown (Production Control)
Marvel Dulin (Pencil)
Clara Jameson (Gold Nib)
Alice Williams (Pen Assembly)
Walter Baldwin (Inspection)
Stacy Sommers (Service)
Oscar Schiller (Service)
Ernest Klesner (Service)
Herbert Halferty (Plating)
Harry Raines (Occupancy)
Wilfred Soppe (Pen Assembly)
John Mansheim (Maintenance)

— 5 YEARS —

Evelyn Davolt (Pencil)
JoAnn Rippenkroeger (Shipping)
Dolores Wilken (Shipping)
Ruth McFarland (Purchasing)
Cecil Fish (Molding)
Albert Siegrist (Pen Assembly)
Harold Gallaher (Molding)
Thomas Bailey (Occupancy)
D. E. Runnels (Sales)
Oscar Gregg (Service)

Plating Addition

The new addition to the Plating Dept. has been completed ahead of the anticipated March 1 schedule and equipment is now being moved into the new area.

Sheaffer Gives \$9,000 To Iowa College Fund

A gift of \$9,000 from the W. A. Sheaffer Memorial Foundation to the Iowa College Foundation was reported recently by G. T. Vander Lugt, of Central College, Pella, president of the foundation.

Mr. Vander Lugt said "this is the fourth gift we have received from the W. A. Sheaffer Memorial Foundation, making a total of \$36,000 it has contributed to our foundation."

The Iowa College foundation, with headquarters in Des Moines, distributes the funds to a number of Iowa colleges who are members of the college foundation. Disbursement of funds is made on the basis of enrollment.

12 Are Retired From Company On Feb. 29

Twelve employees joined the list of retired Sheaffer people on Feb. 29, the effective date each year for retirements.

Those retiring this year are:

Walter Martin (Occupancy), Oscar Oberman (Occupancy), Jesse Teel (Pencil), Ella Thornton (Service), Earl Will (Repair Parts), Enoch Martin (Pen Assembly), Otto Helling (Plastic Fab), Lual Cross (Plastic Fab), Leo Holterhaus (Plastic Fab), William Rooney (Plastic Fab) and Loren Heath (Plastic Fab).

In addition, Ross Koble is retiring from the Mt. Pleasant plant.

A number of farewell parties and get togethers were held to honor those who retired.

ACTIVITIES COMMITTEE MEMBERS ELECTED FOR '56

New members to serve on the Activities Committee during the 1956-57 term were elected in the various departments throughout the plant during February.

The newly elected members of the Activities Committee who officially take office March are:

Janet Kuedebeh and Evelyn Young (Pen Assembly), Norma Green and Alta Grimes (Plastic Fab), Nina Jeffery and Mary Cook (Scrip), Helen Hartley (Repair Parts), Wilma Kent (3rd & 4th Floor, Office), Kay Haley (1st & 2nd Floor, Office), Chuck Boyer (Tool), Theda Miller (Pencil), Neoma Menke (Plating), Ann Dodge (Central Inspection), A. E. McDonnell (Maintenance), Nancy Snowden (Engineering), George Berens (Service), Harold Pratt (Laboratory), Arletta Roxlau (Shipping), Keith James (Tool & Die), Billy Grigsby (Occupancy).

PHOTO FORUM

(Editor's Note: With this issue of the Review we are starting a new feature which will give individuals around the plant—in the factory and the office—an opportunity to voice their candid opinions on a variety of subjects. The questions will deal with timely topics about the company, the community and national affairs. If you've got a question that you think we might use, send it along.)

This month's question:

What does Fort Madison need most?

PERYL KRESS (Plating) "Another industry. We had to lay off some men in our department . . . and now there are no other places for them to go."



JOHN KAYLOR (Occupancy) "This is pretty sudden like. Well, I'll shoot anyway. We need a recreation center for young people . . . room for them to get together or something. That would keep them off the streets. Yes, I think that's most important."



KATHRYN CRIBBS (Desk Stand) "Another industry. That would solve a lot of problems. I'm not thinking of myself . . . but those with families who have been laid off and are worrying."



JAMES PERRY (Maintenance) "In my opinion the most important is a community center . . . like a municipal auditorium. It could be used for so many things and give the kids a place to be. It should have a gym, for sports, and they could dance and have fun."



BONNIE RUETH (Shipping) "Well now, that's a good one. I think the most important thing is some other places for employment. I mean, additional industries . . . especially those that could use men."



ROGER ENKE (Sales) "Something like a YMCA or civic center, like Burlington has. That would provide recreation for the kids as well as the young adults. Recreational facilities are very limited here."



Strictly for Ladies...

You're probably convinced you've learned to stretch a dollar farther than the poor thing ever expected to go! But there's even more mileage to be had out of your hosiery dollar—if you keep in mind these wearing and washing tips.

Nylons can give wonderful service, but after all, they're *not* cast iron. The slightest roughness can snag a brand new pair of nylons and ruin its appearance. Since all women want their nylons—at least a few pairs—as sheer as can be, it's worthwhile to learn how to make them last. Here are a few sensible tricks you can use to get more days and more mileage out of your hosiery.

Always wash new stockings before wearing; this removes the factory finish and adds to their elasticity. Never wear nylons twice without washing them, because they just won't fit properly otherwise. Wash one pair at a time—in a glass jar half full of soap or detergent suds. Screw on the cap, shake the jar until the suds have loosened the soil, then pour off the sudsy water.

Refill the jar twice with clear rinse water, and repeat the shaking. Another safe way is to wear clean white cotton gloves while you wash your hose, to guard against snags from a roughened outfit or broken fingernail. Rinse and dry the gloves along with your nylons, and they'll be ready for next time.

A clean towel spread over a rod or drying rack is safest for hanging nylons to dry—away from direct heat. Then store them away in a smooth plastic or fabric hosiery case as a further protection.

There's even an art to putting on nylons and taking them off that will "guarantee" more months of wear from every pair. Sit down and take your time. Roll each stocking down to the toe, then unroll it gently up the leg with your thumbs inside the stocking to guide it on straight. Later, reverse the same procedure—*unroll* your nylons instead of yanking them off!

Sheafferites

SERVING THE COMMUNITY . . .

DAVE HUG (Pilot Line), recently named a member of the operating committee for the 9th annual Ft. Madison Rodeo. Dave also is chairman of the Ft. Madison district, Boy Scouts of America and formerly was secretary and vice president of the Jaycees, bond chairman of the Christmas seal drive and chairman of the Boy



Scouts' Camping and Activities Committee.

JACK COLVIN (Sales), named co-chairman of the 1956-1957 campaign drive for the Community Concert Association. Jack is the Sheaffer representative to Junior Achievement, the Lincoln School PTA representative to the Board of Education, Junior Warden and Sunday School superintendent at St. Luke's Episcopal Church and served as adviser in setting up the Ground Observer Corps unit in Ft. Madison.



STAN SHEPHERD (Sales), named chairman of the Chamber of Commerce's Civic Improvement committee. Stan was previously general chairman of the Chamber's membership and reorganization drive, general chairman of Red Cross last year, a city councilman, president of the Jaycees, former treasurer and board member of the Camp Fire Girls, chairman of the Boy Scout fund drive and president of the City Softball and Athletic Association.



HENRY RIPPEKROEGER (Production Planning), elected president of the Community Concert Association for the 1956-57 season. A director of the association for six years and president for three, he is also director of the at St. Mary's Church and of the Knights of Columbus Chorus and for a number of years organized the Chamber of Commerce's parade.



RICHARD C. JUERGENS (Engineering), appointed chairman of the Civil Defense committee of the Chamber of Commerce.

LYLE OMDAHL (Accounting), appointed chairman of the Chamber of Commerce's membership committee. In the past Lyle has served as secretary, treasurer and president of the Community Chest, lay president and member of the council of St. Paul's Lutheran Church, treasurer of the Mayor's Civic Improvement Com-



mittee, treasurer and adviser to Junior Achievement and chairman of the Ft. Madison Forum.

WILBUR K. OLSON (Patent Research), appointed national representative of the Chamber of Commerce for the fourth year. He has been a director and chairman of the Ft. Madison Red Cross Chapter. In addition, he has been a director of the Community Chest for the past 10 years as well as president and vice president and chairman of the budget committee. He was formerly chairman of the district Boy Scout Court of Honor.



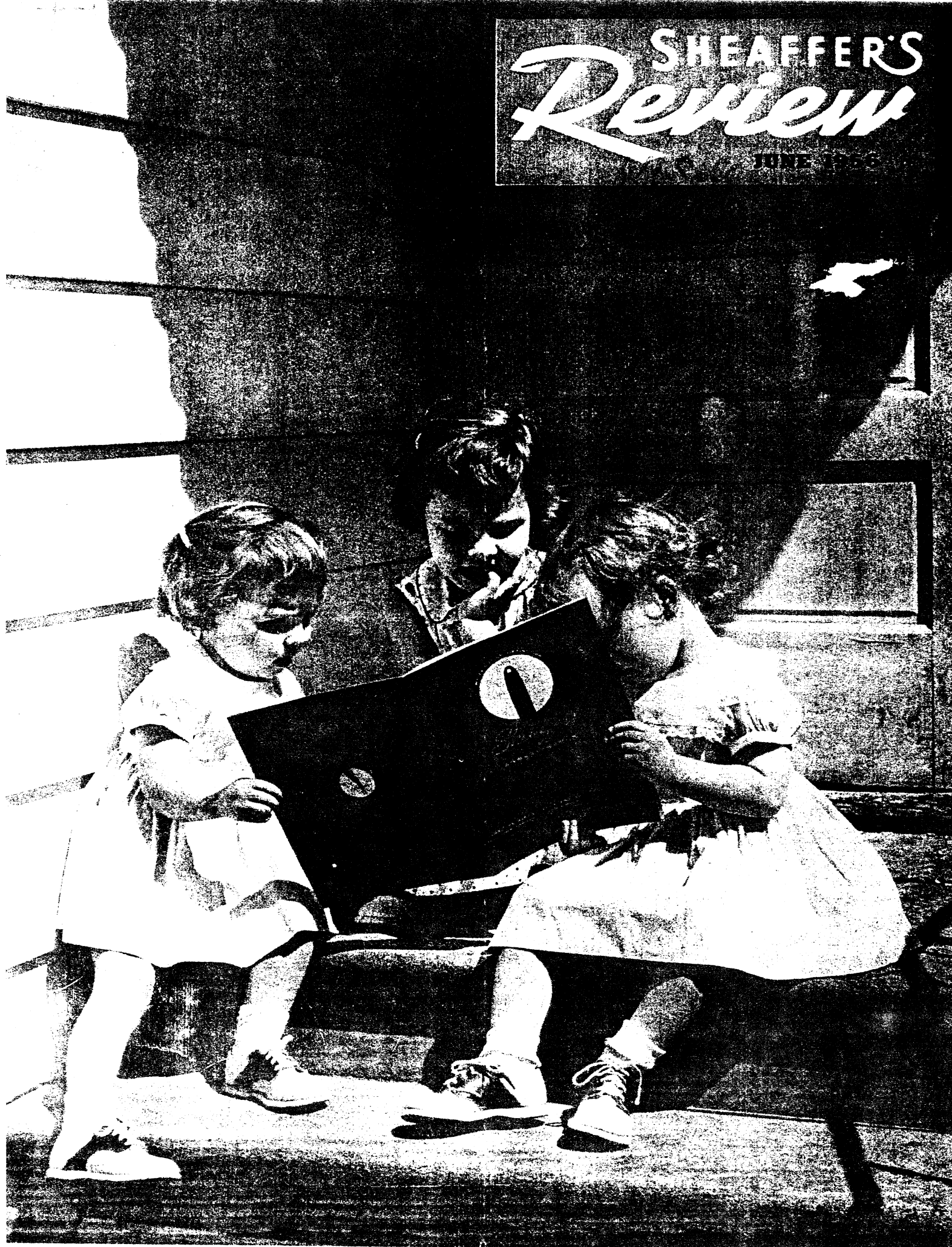
On the Cover



A year's accumulation of writing tests conducted by Sheaffer researchers makes a 10-foot pile of handwritten pages as pretty Nora Lee Mathes (Pen Assembly) adds the last stack. Included is a 1,200 sheet transcript of "Gene With The Wind" which Irene Williams (Lab) completed in 35 working days.

SHEAFFER'S *Review*

JUNE 1966



SHEAFFER PEN SETS DOMESTIC SALES RECORD IN SECOND BEST FISCAL YEAR SINCE FOUNDING

Continuing demand for Sheaffer writing instruments is reflected in Sheaffer's annual report just released to employees and stockholders.

Record domestic sales were chalked up by the company during the past fiscal year ended Feb. 29, 1956, giving the company its second highest total net sales since its founding.

Net sales were \$25,920,815 or four per cent below the previous record sales mark of \$27,072,821 in the previous fiscal year. Despite this decline, due to a substantial decline in foreign sales, net income was about the same as the previous year—\$2,054,042 or \$2.49 a share compared with \$2,176,088 or \$2.64 a share for the preceding year.

"Particularly heartening," Mr. Sheaffer said in his annual report to stockholders, "is the knowledge that retail dealers in the United States purchased over a million dollars more of our merchandise last year than they did the year before."

"Foreign sales, on the other hand, declined," he explained, "due to unsettled conditions in the Far East, to dollar shortages abroad and to the unpredictability and fluidity of import restrictions in foreign lands."

Following the more conservative policy adopted earlier in the year for the distribution of corporate profits, shareholders received dividends totaling \$1.50 a share last year compared with \$2.15 the preceding year. During the fiscal year just ended, 72 per cent of the company's profits were distributed in dividends compared with 51 per cent the previous year.

Similarly, employees received profit-sharing payments averaging 21 1/4 per cent of their earnings. A year ago the average was 26 per cent. Since the inception of the company's profit-sharing program in 1934, Sheaffer's has paid out more than \$15,000,000 to its employees under this plan.

Provision for income taxes amounted to \$2,158,399 or \$2.62 a share of common stock during the past fiscal year compared with \$2,355,000 or \$2.85 a share the preceding year.

Reviewing the company's activities during the past year, Mr. Sheaffer pointed out that while foreign sales have decreased, "we are taking certain steps that we hope will improve this situation in the future."

As for the foreign market generally, he said, "I believe we are in a good position to gain a bigger share of that market when currency and import restrictions are relaxed and stabilized."

Domestically, Mr. Sheaffer explained, the company has maintained its profit-level despite reduced over-all sales—a fact which he attributed to constant improvement in efficiency, methods and cost control.

C. R. Sheaffer Reelected

C. R. Sheaffer, chairman of the board, was reelected a trustee of the State University of Iowa's school of religion at the school's annual luncheon at Iowa City. Mr. Sheaffer, who has been a member of the board of trustees for a number of years, will serve a three-year term on the board.

Ft. Madison Becomes Cross Roads Of The World As Distributors Arrive For Export Convention

Mark Twain would be mighty confused if he walked the streets of this Mississippi river town the week of June 4.

Fort Madison, on the Mississippi just 90 miles north of the Hannibal (Mo.) area made famous by Twain, now has an exotic look that's unusual for any river town north of New Orleans. The new look comes from preparations for a foreign "invasion."

Stores on Avenue G, the main shopping section, display signs bearing such strange words as "Mabuhay," "Huan Yin," "Bem Vindo," "Marhaban," and "Ahlan-Wa-Sahlan." They all mean "welcome."

A signpost on Avenue H, opposite the Santa Fe and Burlington railroad stations, shows the distances from Fort Madison to such distant places as Montevideo, Reykjavik, Hong Kong, Utrecht and Bangkok. And the flags of 46 nations are flying daily from the flagpole outside the huge Sheaffer Pen Company plant.

Fort Madison's current cosmopolitan look is in keeping with the role it plays this month as world business melting pot. About 60 foreign businessmen from 46 countries gathered here Monday, June 4, to attend the Sheaffer Pen Company's World Export Convention.

The world's largest manufacturer of writing instruments and leader in domestic sales of fountain pens, Sheaffer's is starting a program to gain a larger share of the world writing equipment market, according to John D. Sheaffer, the pen company's vice president in charge of foreign operations. The convention will kickoff the program.

The foreign businessmen who'll invade this city are some of the pen com-

Employees Favor 8 A.M. To 5 P.M. Work Schedule

The majority of employees at the Main Plant would rather sleep an extra hour in the morning than get off an hour earlier in the afternoon, a recent survey to determine summer work schedule preferences revealed.

Employees were asked to vote recently on whether they favored an 8 a. m. to 5 p. m. work day or a 7 a. m. to 4 p. m. schedule. Final tabulation of the votes showed 557 favored the present 8-to-5 schedule and 522 in favor of starting at 7 a. m. and finishing at 4 p. m.

As a result, the 8-to-5 work schedule will continue in effect throughout the summer months.

pany's overseas distributors. They'll be coming from such distant and diversified places as Argentina, Belgium, British West Africa, Egypt, Holland, Iceland, India, Indochina, Indonesia, Italy, Lebanon, Pakistan, Portugal, South Africa, Thailand and Venezuela.

Nobody in town was busier preparing for the foreign influx than the shoe shine boys at the Anthes and Lincoln hotels. The hotelkeepers know that in Europe and some Eastern countries, hotel guests put their shoes outside their doors each night, expecting to find them gleaming brightly next morning. The Fort Madison hotels offered the same service. So the shoe shiners did special arm-strengthening exercises the week before.

Attend BPW Meeting

Aurelia Atkinson (IBM), president of the Ft. Madison Business and Professional Women's Club, recently attended the 36th annual meeting of the Iowa Federation of BPW Clubs in Davenport where she served as chairman of the Sunday morning brunch.

Betty Gerhardt (Organization & Planning), also representing the Ft. Madison BPW, sang a hymn at the meeting.

Goings On...



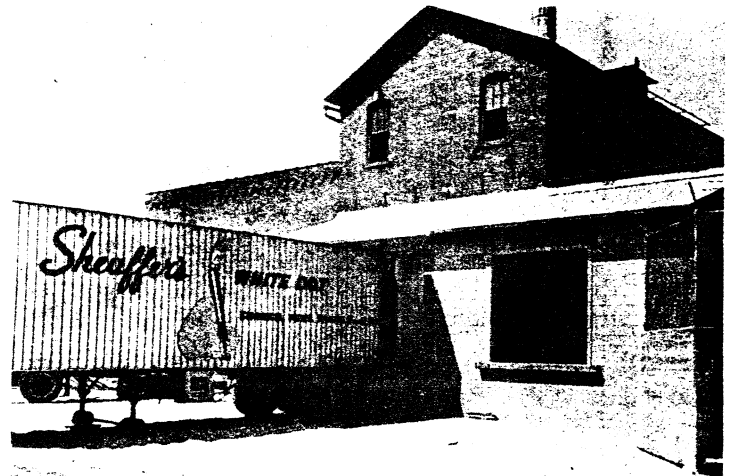
Members of the Pencil Dept. team which captured team honors in the heaffer women's bowling tournament receive their awards from Dorothy Ioenig (right) (Accounting) at the annual bowling league banquet at the clubhouse. L-r are Marvel Dulin (Pencil), Sally Koellner (Metal Fab), Wanda ornell (Pencil), Lorene Clark (Pencil) and Erma Terry (Plastic Fab).



Lorene Clark (right) (Pencil) receives her award as singles champion in the women's bowling tournament from Lorena Wilcox (left) (Gold Nib), president of the league at the annual banquet at the Sheaffer clubhouse.



A group of Women's Travel Club members pause for a snapshot during a shopping tour in Louisville where the group attended the annual Kentucky Derby. L-r: Ethel Krebill (Pencil), Mary Quinlan (Desk Stand), Mae Wells (Metal Fab), Catherine Flynn (Pencil), Vera Leffler (Pencil), Jewell Glasscock (Plastic Fab) and Mary Dean Lepp (Metal Fab).



A general view of the new receiving dock recently completed at the Skrip plant to speed unloading of Skrip bottles. A trailer load of empty Skrip bottles can be unloaded through this new facility in 45 minutes.



George A. Masden (Mt. Pleasant), newly elected director of the Sixth district of the Iowa 75 meter Emergency Phone Network, is shown here at his radio transmitter at home. The network provides a means of communication during emergencies such as floods, tornadoes, etc.

Safety Director Chet Sloan (l) receives the Iowa Industrial Safety Association's award from Gov. Leo Hoegh for the company's fine safety record last year. The award was made during the association's annual meeting in Des Moines. Standing behind Governor Hoegh is Ralph Roberts, contest chairman.



SHEAFFER'S TO FIELD TEAM IN TEEN-AGE LOOP

The Sheaffer Pen Company will sponsor a team this year in the recently organized VFW Teen-Er League, an organized baseball loop for boys 13 through 15 years old.

The teen-age baseball loop is designed to take care of boys who have



LARSON WATTS

outgrown the Little League age limit but who are still interested in playing organized baseball.

Heading up Sheaffer's team will be Larson Watts (Purchasing) who will

manage the pen company's team in the league. Larson, a veteran ball player himself, will be assisted by Bud Metzinger (Inspection), another veteran player, who will handle the coaching chores.

In addition to the Sheaffer team there will be four other teams sponsored by the VFW, the Elks, the Moose and Donnellson.

Practice sessions are slated to begin soon and the league is tentatively scheduled to be started Monday, June 18, at Ivanhoe Park. Games will start at 5 p.m. Monday through Friday with each team playing twice a week. The schedule will carry through until mid-August, assuring the boys of two months of league play.

Women's Bowling Team Places In State Tourney

Members of the Sheaffer women's bowling team which competed in the Iowa State Women's Bowling Tournament at Bettendorf earlier this year finally received word that they shared in the prize money.

Six checks, representing prize winning scores in the singles, doubles, all-events and team competition, were received by Dorothy Hoenig, (Accounting), team captain.

In the singles event, Dorothy placed 153rd with a score of 446 while Wanda Cornell (Pencil) rolled a 503 to gain 14th place in the standings. Wanda paired with Alta Mae Perry (Cashiers) in the doubles competition to put together a score of 822 that took 39th place in Class D while Dorothy and Kaye Haley (Accounting) posted an 860 for 103rd position in Class C.

Wanda and Dorothy also captured two prizes in the all-events competition. Wanda posted a 1350 to place 43rd while Dorothy ranked 35th with 1360.

In the team competition, the Sheaffer women bowlers rolled 1924 points to take 56th spot in the standings.

Members of the Sheaffer team were Dorothy Hoenig, captain; Wanda Cornell, Alta Mae Perry, Kaye Haley and Sally Koellner (Metal Fab).

Men's Golf Tourney Is Set For June 16

The third annual Sheaffer Men's Championship Golf Tournament will be held Saturday June 16 at the Spring Lake Golf course (Judy's).

A record turnout is expected for the annual tournament which is being sponsored by the Activities Committee. Heading up the arrangements for the tournament, which last year attracted a field of 52 golfers, are Roy Neal (Lab) and Mel Boettcher (Sales), co-chairmen.

Foursomes for the 27-hole medal play will be made up at the tee-off if not already scheduled and the same quartet will play together during all ensuing rounds regardless of whether their qualifying scores place them in the same flight. The first round tee-off must be completed by 10 a.m.

Following the second round of play, the tournament co-chairmen will announce the qualifying round.

Entry fees are \$1.50 and tournament green fees 30 cents. The entry fee is payable to either Roy Neal or Mel Boettcher.

More Than 70 Sign For Stag Baseball Trip

More than 70 Sheaffer employees have already signed up for this year's stag baseball trip to St. Louis, July 21.

Ed Sporkman (Engineering) said two air conditioned buses have been chartered for the trip and while most of the space has already been taken, there are still a few seats left for those who wish to join the crowd. However, all reservations must be paid for by June 25.

The cost of the trip will be \$9.50 which will cover bus fare, a reserved ticket to the Cardinals-Dodgers afternoon game at Busch Stadium, sandwiches and refreshments.

Buses will be loaded at 5:30 a.m. in the parking lot west of the main plant for the trip to St. Louis. Buses will return to Ft. Madison at 9 p.m. the same day.

Fineline Stag

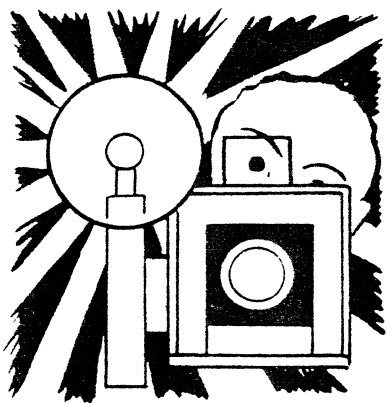
The annual stag party for employees of the Mt. Pleasant plant was held recently at Dr. Jackson's cabin on the Skunk River. Following a chicken dinner, fishing, target shooting and games marked the afternoon's activities.

SHAW STATE BOWLING PRIZES



Members of the Sheaffer women's bowling team look over the checks they received recently for placing in the State Women's Bowling Tournament at Bettendorf earlier this year. Lr: Dorothy Hoenig (Accounting), Alta Mae Perry (Cashiers), Wanda Cornell (Pencil), Sally Koellner (Metal Fab) and Kaye Haley (Accounting).

FLASH!!



Fourth Annual Vacation

Snapshot Contest

Birds, bees, babies and bathing beauties—they're all possible subjects for prize winning snapshots in the Fourth Annual Vacation Snapshot Contest which gets underway June 9 and runs through August 14.

The contest is opening earlier this year than it has in previous years in order to give Mt. Pleasant employees, who start their vacations June 8, an opportunity to compete.

So dust off that old Brownie, check that rangefinder on that fancy Leica and start shooting. One of these vacation snapshots may be a lucky winner. The contest is open to all employees of the Ft. Madison and Mt. Pleasant plants.

This year's competition will be divided into two classes—color and black and white—so everyone has a chance to win.

First prize in each class will be a \$25 savings bond. Second prize winners in each group will receive \$10 checks and third prize winners will receive \$5. In addition to these prizes, there will be five honorable mentions in each division.

Rules for the Fourth Annual Vacation Snapshot contest are simple:

1. All pictures taken between June 9 and August 14 are eligible for entry in the contest. No entries received after August 14 will be accepted in the contest.

2. Judging of the entries will be handled by the Activities Committee following the close of the contest. Winners will be announced in the September issue of the Review. Winning pictures also will be published in that issue.

3. Ordinary color prints and black and white prints as received from the photo finisher are acceptable. Any employee may enter as many pictures as he wishes in either or both the color and black and white classes.

4. Black and white or 35-mm color slides can not be accepted but prints made from these slides will be eligible provided they are at least two and a half inches wide or larger.

5. Pictures will be judged by the Activities Committee on general appearance, composition, originality, subject matter and appeal. All decisions by the judges will be final.

6. All entries for the contest should be sent to the Public Relations Department.

When sending in your entries PLEASE DO NOT WRITE YOUR NAME ON THE BACK OF THE PICTURE. Your name and department should be written on a slip of paper and attached to each entry with a paper clip.

As each entry is received it will be numbered on the back of the photo and on the slip of paper bearing your name and department. When the photos are delivered to the Activities Committee for judging, only the number will appear on the back of the photo. In that way, the judges will have no idea whose entry they are judging.

The numbers of the winning photos will be returned to the Public Relations Dept. which will match these up with the names on the slips submitted with the entries to determine the winners.

ALL ENTRIES WILL BE RETURNED TO THE OWNERS AT THE CONCLUSION OF THE CONTEST.

Armbruster To Speak At Accountants Conference

Gordon H. Armbruster, director of organization and planning, will address the Central States Accounting Conference at Des Moines, June 11.

He will speak on the selection of accountants through recognized testing procedures.

Forty-two public accountants from Minn., N. Dakota, Missouri, Kansas, Minnesota, North Dakota and South Dakota will attend the three-day conference.

Financial Mirror:

SHEAFFER VS. PARKER

How we did in the writing instrument business for the past fiscal year ended Feb. 29, 1956 is best told by this comparative study of Sheaffer's earnings and those of our chief competitor, Parker, for the same period.

	SHEAFFER	PARKER
	(Excluding Canada and Australia)	And Canadian Subsidiary
Net sales	\$25,920,815	Not Disclosed
Gross income on sales	— — —	\$12,519,710
Net income	2,054,042	1,451,147*
Earned per share	2.49	1.56

* Included in Parker's net income is a \$600,000 dividend from its English subsidiary.

SHEAFFER'S REVIEW

Vol. 9 June No. 6

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY
General Offices and Factories
Fort Madison, Iowa, U. S. A.

Fineline Division
Mt. Pleasant, Iowa, U. S. A.
Canadian Office and Factory,
Goderich, Ontario, Canada
Australian Office and Factory
Melbourne, Australia

Export Division
Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - - RAY PETERSON

Fineline Plant Gets New Air Conditioning

A complete new air conditioning system recently installed in the Mt. Pleasant plant will keep employees cool and comfortable during the hottest weather this summer.

The new installation, which cost approximately \$30,000, replaces the old air conditioning system that has been in operation at the plant since Sheaffer's opened the plant in 1946.

Work on the new system has been completed and the air conditioning equipment is now in operation. Minor adjustments will be made in it during the coming weeks to assure maximum efficiency of the system during the hot weather.

Women's Travel Club Meets At Clubhouse

Members of the Women's Travel Club met Tuesday, June 5 at the Sheaffer Clubhouse to discuss plans for their trip to New York in July.

Approximately 30 employees of the Mt. Pleasant and Ft. Madison plants have already signed up for the trip which will include stops at Detroit, Niagara Falls, Albany, New York and Washington. There are still several openings yet for those who have not signed up for the trip and reservations may be turned in to Ola Lightfoot (Plastic Fab), Margaret Feldbauer (Plastic Fab) or Ethel Krebill (Pencil). The women will leave Ft. Madison July 5 and return on the 14th.

Gordon Lane Elected

Gordon Lane (Accounting) has been elected first vice president of the Ft. Madison Lions Club for the coming year.

Sheaffer Signs First Australian TV Contract

The W. A. Sheaffer Pen Company of Australia became the first commercial sponsor to sign for television in Australia recently when it penned a contract for the "I Love Lucy" TV show which will start there next January 28.

Television, which is relatively new to Australia, will start there in the fall. "I Love Lucy," featuring Lucille Ball and Desi Arnez, is among the top three television programs, not only in the United States but in Britain as well.

"Sheaffer's sponsorship of the 'I Love Lucy' show will give us extremely broad coverage of a vast and important segment of the writing instrument market in Australia," Glenn Stott, managing director of the Australian company, said.

"The visual demonstration of the unique writing and filling features of Sheaffer pens, pencils and ballpoints, which is an important part of our sales presentation, can now be demonstrated to millions of Australians right in their own homes," he added.

R. O. Thomas, C. A. Carey Reelected Directors

R. O. Thomas, legal counsel, and Charles A. Carey, vice president of the Harris Trust and Savings Bank, Chicago, were reelected directors of the company for three-year terms at the annual stockholders meeting.

Progress reports on the company's operations were given to stockholders by officers and heads of the various departments.

At the directors' meeting which followed the stockholders meeting, all of the present officers of the company were reelected for another year.

WINS VFW ESSAY CONTEST

Sheila Ann Whitefield, daughter of Ron Whitefield (Lab), recently won the VFW Auxiliary Essay Contest sponsored by the Burlington VFW.

She received a \$25 savings bond from the Burlington Hawk-Eye Gazette, a bronze medal from the VFW Auxiliary and her entry has been forwarded to the state VFW competition committee.

CITIZENSHIP AWARDS

Charles Zuber, son of A. A. Zuber (Tool & Die), was awarded the American Bar Association's Good Citizenship award and the Citizen-of-the-Year award recently at the Ft. Madison High School's annual awards assembly.

PHOTO FORUM

The warm weather has a lot of us thinking of vacations. So our question this month got some ready answers.

This month's question:

"What are your vacation plans for this summer?"

CAROLEE WINSELL

(Mail Room) "That's easy. I've already had my vacation. Virginia Wiggenpost and I just got back from California. We had a wonderful time for two weeks . . . the summer will be a quiet one."



ROSIE MOORE (Desk Stand) "To tell you the truth . . . I'm undecided. My wife and I hope to go to Daytona Beach, Florida. We'd like to drive down. We've been there before and we like it."

MARIE WECKBACH

(Export) "You know, this is the first year I don't have a trip planned. I'm working on it, though, and there's still a month to go . . . so I'll come up with something."



RAY REPPLINGER (Plating) "We're going to Havana, Cuba. We're my wife and three girls. We'll drive to Key West, see some friends and the Everglades, and then fly to Cuba. We planned this three years ago—got as far as Florida and the family talked me out of Cuba . . . but this time we're going all the way. I plan on taking a lot of pictures."



HAZEL CHEESMAN (Advertising) "My vacation won't really be a vacation this year. We're moving to Salt Lake City. So I'll be plenty busy getting set up in new living quarters in a new town. I'm not going back to work for about three months though . . . I figure I'll have enough to do."



JIM WATERMAN (Receiving) It will be work . . . but it'll be fun, too. I'm going to build a cabin. I bought a garage from the company . . . going to tear it down . . . and build a cabin in a special spot on the river. It will be great for fishing and hunting. So my vacation will be a busy one . . . but I'm really looking forward to it."



Service Anniversaries

MAY

— 30 YEARS —

Clifton Ware (Gold Nib)

— 20 YEARS —

Margaret Feldbauer (Plastic Fab)

Richard Mulhaupt (Sales)

Albert Beiring (Sales)

— 15 YEARS —

Russell Deere (Gold Nib)

John Azinger (Inspection)

C. Wayne Kraus (Sales)

— 10 YEARS —

Minnie Votzmeyer (Occupancy)

Rose Rippenkroeger (Shipping)

David Hansen (Plant #3)

Charles Rupert (Export Sales)

Loren Parks (Molding)

— 5 YEARS —

Elizabeth Dean (Pen Assembly)

Mary Walker (Molding)

Bernice Stinson (Laboratory)

Clifford VanDorin (Occupancy)

Grover Senf (Tool)

Franklin Davis (Tool & Die)

Donovan Johnson (Sales)

Mt. Pleasant Vacations Shifted To June 8-25

The annual vacation shutdown for employees of the Mt. Pleasant plant has been moved up to start Friday afternoon June 8. Vacationing employees will return to their jobs on Monday June 25.

Originally it was planned to close the Fineline plant for vacations at the same time the Ft. Madison plants were shut down but changes in production schedules on back-to-school merchandise made it necessary to advance the vacation period for the Mt. Pleasant plant.

Mt. Pleasant Dance

A dance for employees of the Mt. Pleasant plant was held recently at the Mt. Pleasant VFW Hall. The dance was sponsored by the plant's Activities Committee and music was supplied by the Mellow-Tones from Fairfield.

JUNE

— 20 YEARS —

Ralph Newby (Service)

— 15 YEARS —

Lloyd Gardner (Gold Nib)

John Wilhelm (Screw Machine)

Austin Fairlie (Tool & Die)

W. Kermit Ruppenkamp (Executive)

Conrad Gillett (Engineering)

Harry W. Foster (Sales)

— 10 YEARS —

Lettie Brannon (File)

Virginia Wiggengjost (Addressograph)

Rose Brandt (Accounting)

Joyce DeHaven (Works Mgrs. Office)

Marguerite Gilland (Scrip)

Waunita Hobbie (Plant #3)

Jean Kelley (Prod. Control)

Howard Jubenville (Sales)

Basil Huston (Plant #3)

Reece Schmidt (Laboratory)

L. Elton Fleer (Executive)

Bernard Bailey (Plant #3)

John Sandrock (Service)

August Moeller (Plating)

Jesse Guzman (Plating)

Albert Zumdom (Molding)

R. Dean Toops (Inspection)

— 5 YEARS —

Alma Lehman (Pencil)

Erma Terry (Pencil)

Peggy Scott (Service)

Dorothy Flynn (Works Mgrs. Office)

Raymond Repplinger (Plating)

John Charters (Cafeteria)

Jim Bailey, Guest Speaker

Jim Bailey (Maintenance), the company's electronics technician, is becoming prominent as a speaker at electronic meetings.

Recently, Jim, who operates an amateur radio station under the call letters of WYWP, addressed the Mississippi Valley Radio Club at Hamilton, Ill., on "Very High Frequency Propagation."

The following week he spoke before the Fairfield Amateur Radio Club on "Electronics in Industry."

Employees' Picnic Moved Up To June 23 This Year

The annual Sheaffer employees' family picnic will be held Saturday, June 23, at the Employees' Park with an elaborate program of entertainment designed to appeal to young and old.

The picnic is being moved up from the usual time in August to June in order to avoid the polio season and at the same time to take advantage of the fine weather June normally affords. In addition, the park will be in tip-top shape at that time.

A highlight of this year's picnic, at least from the kiddie's standpoint, will be a visit by Cactus Jim, western television star from KHQA, Quincy. Cactus Jim will appear with his horse, Lady, from 2 to 5 p. m. to amuse the youngsters with his stories, roping tricks and tales of the old West.

In addition there will be a program of entertainment which will include pony rides, miniature car rides, games and contests. Sandwiches and soft drinks will be served to all employees and their guests.

Chairman of the Employees' Picnic is George Berens (Service). Amos Older (Plastic Fab) will be master of ceremonies; John Charters (Cafeteria) will be in charge of food, and Dave Hug (Engineering) will supervise the games and contests. Other members of the Activities Committee will handle the soft drinks stand, serving of food, etc.

\$192,014 In Claims Paid To Employees

Payments made to Sheaffer employees or their beneficiaries by the Group Insurance Plan totaled \$192,014 for the year ended Feb. 29, 1956, an increase of \$15,661 over the previous year.

The largest increase in benefits was for hospitalization of employees and their dependents where claims amounted to \$79,088 for the year just ended compared with \$68,826 in the previous year.

Death benefits amounted to \$38,000 last year, an increase of \$2,000 over the previous year, while accident and sickness benefits rose to \$42,793 from the previous year's \$39,644 and surgical benefits climbed from \$31,883 for the year ended Feb. 28, 1955 to \$32,133 last year.

For the year just ended 97 per cent of the company's employees were participating in the Group Insurance Plan compared to 91 per cent the previous year.

Strictly for Ladies...

AS FLUFFY AS A CLOUD is this Angel Jam Cake. Served warm—at a party for the bride, for example—this light dessert can be made either from a mix or from your own angel food cake recipe.

Bake the cake in the new square angel-food pan. First ice it with $1\frac{1}{4}$ cups pure peach, raspberry or pineapple jam, suggests the National Preservers Association. Then whip four egg whites until they stand in firm peaks. Gradually add half a cup of sugar, beating after each addition. Blanket the sides and top of the cake generously with this meringue, and place in a 450-degree oven for about five minutes.

SWEET POTATOES TROPICAL STYLE is a flavorsome accompaniment to most any meal, especially ham, pork or chicken.

Mix together in a $1\frac{1}{2}$ -quart casserole, 4 cups of mashed, cooked sweet potatoes (or yams), 1 cup of drained crushed pineapple (14-oz. can), $\frac{1}{2}$ cup of brown sugar and 3 tablespoons butter. Add a dash of ground cloves. Bake in a 350-degree oven for 25 minutes or until bubbly hot. Makes 6 to 8 servings.

CREAM OF SPINACH SOUP is a tasty dish that can be served either at lunch or dinner. Here's John Charters' favorite recipe, which he uses in the cafeteria.

Spinach—chopped fine 1 2 cup
water 2 tablespoons
ground onion 2 teaspoons
butter 1 4 stick
flour 3 tablespoons
milk 1 quart
salt 1-1 2 teaspoons

*Use frozen spinach.

Directions: 1. Add water to spinach and cook. 2. Saute onion in butter until tender but not brown. 3. Add flour and blend smooth. 4. Scald milk and add to the flour mix gradually, beating smooth with a wire whip. 5. Cook 7-10 minutes. 6. Add cooked spinach and salt.



The Navy's highest civilian award, the Distinguished Public Service Award, is presented to W. A. Sheaffer II (left), president, by Secretary of the Navy Charles S. Thomas (second from left) during ceremonies at the Pentagon. The award was presented for the company's "outstanding contribution to the Naval establishment in the fields of public information, education, security and morale" and in recognition of the company's co-sponsorship of the television program "Navy Log." Watching the presentation are Fred Maytag (center), president of the Maytag Co., who also received the award; Gen. Randolph McC. Pate, Marine Corps commandant, and Admiral Arleigh Burke, Chief of Naval operations.

Sheaffer Gets Top Navy Award For 'Navy Log'

The Navy's highest civilian honor, the Distinguished Public Service Award, was presented to W. A. Sheaffer II at the Pentagon recently by Secretary of the Navy Thomas for the company's sponsorship of the television show "Navy Log."

A similar award was presented to Fred L. Maytag II, president of the Maytag Company, which co-sponsors the program with Sheaffer's. Attending the presentation ceremonies were the highest officials of the Navy and Marine corps.

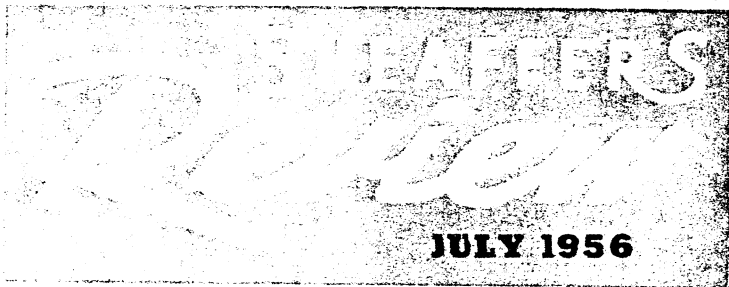
Secretary of the Navy Thomas said the award was "for outstanding contribution to the U.S. naval establishment in the field of public information, education, recruiting and morale."

The two Iowa industrialists were lauded by the Secretary of the Navy for their interest in the Navy and for bringing to the public true stories of the navy and its personnel.

On the Cover



"Mmmmm, now how do you suppose they arrive at that figure?" seems be the question uppermost in the minds of these three young ladies as they study a copy of Sheaffer's latest annual report. The trio of future feminine financiers are, l-r, Donna, Kathy and Debbie Burch, daughters of Don Burch (Lab).



JULY 1956

SHEAFFER
PORT CONVENTIO

10.07-
4.588

ANNESBURG, AND

12.353

REYKJAVIK IN A.

5.500

MONTEVIDEO

9.130

LIMA, PERU

4.313

BUENOS AIRES

6.95

PANAMA

9.545

GODERICH, ONT.

10.823

MILAN, ITALY

5.241

BOMBAY, INDIA

8.234

HONG KONG

7.970



Two Have Completed 40 Years At Sheaffers

June 16 was just another day to most people but to Mildred Zimmerman (Service - it marked the completion of 40 years with Sheaffers.

At the same time, she joined Arthur E. Brown (Pen Assembly) in the exclusive 40-year service group which now numbers two—Mildred and Art.



MILDRED ZIMMERMAN



ARTHUR BROWN

Mildred is second only to Art in length of service among all employees of the company.

Mildred took her first—and only—job on June 16, 1916 billing orders and handling repairs in the old plant, then located where the Personnel office now stands.

"There were only about 20 or 25 employees in those days and when we moved across the street to the Morrison Plow Works which the company bought, I carried my typewriter under my arm," she recalls.

Mildred handled billing and repairs for "15 or 20 years" until the two were separated and she went with the Service Dept.

"Looking back now it hardly seems like 40 years—they've really been a very pleasant 40 years," she added.

Her sentiments are echoed by Art whose first job was helping out after school in the back room of W. A. Sheaffer's jewelry store on Avenue G.

"At that time there were three men and one woman making pens in the back of the store under the foreman. Billy Schlichtig," Art recalled. "In those days we were turning out about 24 pens a day."

When the first factory was set up on the second floor of Hesse's clothing store in 1914, Art went to work full-time on Nov. 16, 1914 as a mail delivery boy. His next job was polishing barrels and caps "by hand, using pumice to get the rings out that were left by the tools that produced the barrels and caps."

"It's been a fine company to work with and I'm happy that I was a part of it from its beginning," says Art. "I don't think any of us realized then what a great company it would eventually become."

Fourth Annual Vacation Snapshots Contest Offers Cash Prizes For Black And White, Color Photos

It's fun to look over those snapshots that recall pleasant vacation days now that most of us have settled back on the job for another year, but those snapshots can be profitable as well as fun.



With the Fourth Annual Vacation Snapshot Contest underway, all you have to do is send along one—or several—snapshots taken between June 9 and August 14 to the Public Relations Department. Your entry may win one of the six cash prizes.

First entry in this year's contest came from LaVanda Beattie of the Mt. Pleasant plant, which closed for vacations earlier than the Ft. Madison plants this year.

The contest is open to all Ft. Madison and Mt. Pleasant employees.

First prize in each division is a \$25 savings bond, second prize \$10 and third prize \$5. In addition there will be five honorable mentions in each class.

RULES

The contest rules are simple:

1. All pictures taken between June 9 and August 14 are eligible to compete in the contest. No entries received after August 14 will be accepted for judging.

2. The Activities Committee will judge the contest and the winners will be announced in the September issue of the Review. Winning pictures also will be published in that issue.

3. Color prints and black and white prints as received from the photo finisher are acceptable. Any employee may enter as many pictures as he wishes in either class.

4. Black and white or 35 mm color slides can not be accepted but prints made from these slides will be eligible provided they are at least two and a half inches wide or larger.

5. Pictures will be judged on composition, originality, subject matter and general appeal. All decisions of the judges will be final.

6. All entries should be sent to the Public Relations Department.

Please do not write your name on the back of the photo. Instead, attach a small slip of paper with your name and department written on it.

All entries will be returned after the contest is judged.

German Toolmaker Achieves Perfect Air Force Score

A 24-year-old German youth whom the Sheaffer Pen Company brought over to this country three years ago to work in its new Tool & Die plant surprised Air Force officials recently



EMIL SCHNEIDER

by turning in a perfect score of 100 per cent on a specialty test.

Emil Schneider, now in service with the 3275th Basic Military Training Squadron at Parks Air Force Base, Calif.,

thus became the first basic trainee in Parks' history to achieve a perfect mark on the machinists' test.

Writing to his former boss, Al Zuber, general manager of the Tool & Die Plant, Emil said "for your information, I would never have been able to take my specialty test in mechanics with all questions answered correct 100 per cent without first having worked for your company (Sheaffer's) for the last three years."

Emil's knowledge of mechanics reportedly flabbergasted Air Force career guidance officers who searched the records but couldn't find another perfect score.

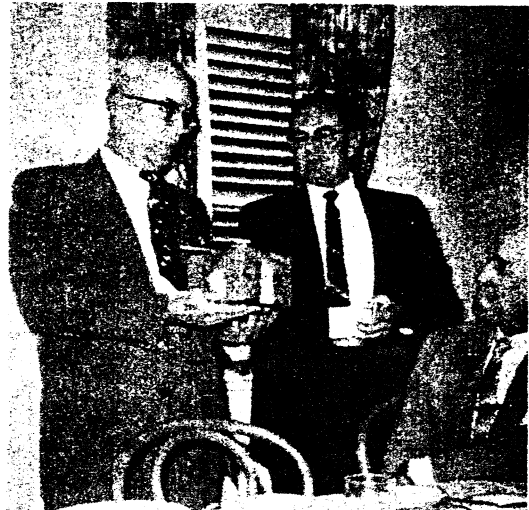
His presence in the United States is a story in itself. Living near Villenger, Schwarzwald, near Germany's Black Forest in 1953, Emil wrote to relatives in this country stating his desire to come to the United States.

With the assistance of the Sheaffer Pen Company arrangements were made for his entry into this country under the company's sponsorship. He was admitted to the United States a short time later and worked as a toolmaker at the Tool & Die plant until his recent enlistment in the Air Force.

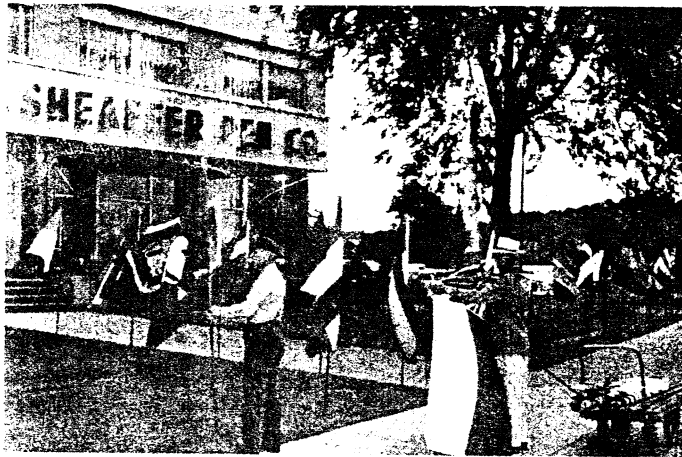


Television star Herb Shriner (l) listens to some close harmony rendered by Ft. Madison's barbershop champions, the Mississippi Misses. The quartet, composed of (l-r) Nancy Bergman (Personnel), Rose Rump, Darlene Cowles (Steno) and Marcy Paul, appeared recently on Shriner's New York show, "Two For The Money." Rose formerly worked in the Shipping Department.

Goings On...



Tom Hawbaker (center) (Shipping) presents a gift to Miles Shields (l) (Shipping) at a surprise party given for him by co-workers in honor of his 30 years' service with the company. Watching the presentation at right is Jim Howard (Plastic Fab).



Flags from all parts of the world decorated the entrance to the plant when foreign distributors arrived for the Export Convention last month. Setting up the flags are Chief Guard Ted Wentz (l) and Louis Auge (r) (Occupancy).



The beach party given by the Activities Committee of the Goderich plant for employees was a tremendous success as evidenced by these snapshots of the evening's program. The beach party, held on the shores of Lake Huron, included (upper right) dancing, community singing around the campfire (lower left) and plenty of good food (lower right).



ROADS OF THE WORLD



Mike Reed, son of Don (Advertising), hawks a special edition of the Evening Democrat whose unique headlines spell out a "welcome" in eight languages. Copies were distributed to all distributors attending Sheaffer's Export Convention.



More than 60 Sheaffer distributors from approximately 50 countries throughout the world are welcomed to the first Sheaffer Export Convention by . . .



On hand to extend an official welcome on behalf of the City of Ft. Madison was Mayor Walter Guenther who offered the hospitality of the city to the visitors.



Chairman of the Board Craig R. Sheaffer who told the distributors the company plans to double its export business by 1961.



Ron Aldridge, who represents Sheaffer's in British West Africa, stands in the shadow of a milepost showing the distances from Ft. Madison to the home towns of some of the convention visitors.



A group of distributors learn the finer aspects of pen manufacturing as they watch Carl Werner (Plastic Fab) complete an operation on a plastic pen barrel. L-r are Egill Guttormsson and his daughter, Elin Egilsdottir of Iceland, Hans Kosmale of Hamburg, Germany, Henri Drake and Mrs. Drake of New York.



Distributors from the Far East exchange greetings with U. S. Senator Bourke B. Hickenlooper (second from right) of Iowa during the Export Convention. Chatting with him are L-r, R. A. Sutter and his wife, Lottie, of Bangkok, W. Dalame of Bombay and his daughter, Sati.

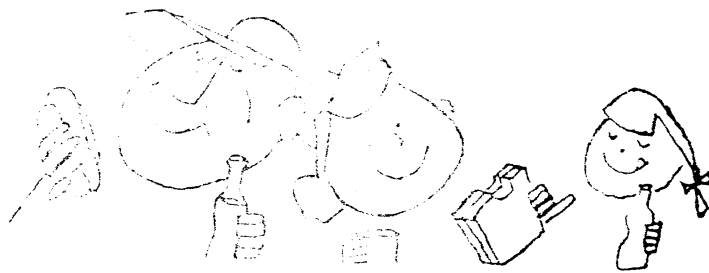


A social evening at the Burlington Country Club gave the guests a chance to get together and discuss the convention highlights before leaving for their respective countries. This informal group is made up of, L-r, Elin Egilsdottir of Iceland, Marcello Agostini of Brazil, Karl F. Dinnauer, managing director of export sales, Mrs. Don Wylie of England and Bernard Parker of New Zealand.



The finer points in the manufacture of Sheaffer fountain pens are explained to Sati Dalame (center) of Bombay, India, and Hans Kosmale (r) of Hamburg, Germany, by Nilas Long (l) Engineering.

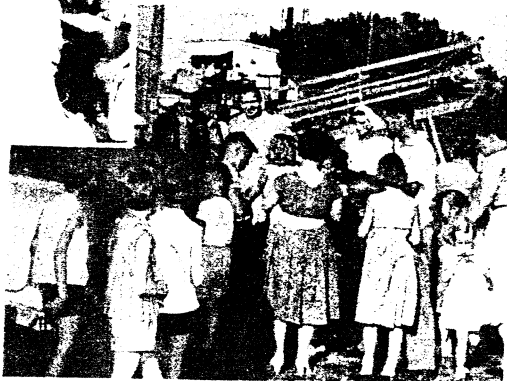
PICNIC TIME . . .



"They went thataway, podner . . ." western TV star Dick (Cactus Jim) Moore tells a group of youngsters (left) at the annual Sheaffer Employees Picnic at Employees' Park. Below, Cactus Jim is greeted on his arrival at the park by young admirers who follow his KHQA show. With the TV star is George Behrens (Service), chairman of the Activities Committee which sponsored the annual event.



Probably the most popular attraction, aside from the refreshment stands, was the pony rides where tots-to-teens alike enjoyed themselves.



It was hot and dry but young Larry Cooper quenched his thirst with a sip of pop, which his dad, Paul Cooper (Inspection) obligingly holds.



The young "hot rod" set lines up for a turn on the board track in the miniature cars.

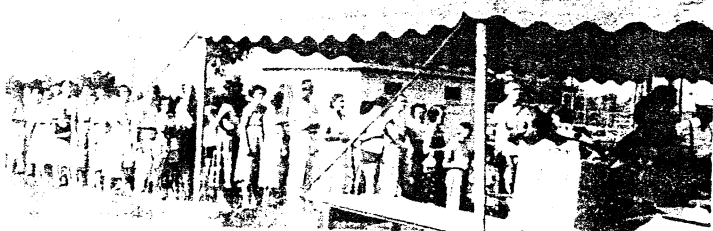


Thede Miller (l) (Pencil) and Arletta Roxlau (second from left) (Shipping) serve up cold drinks to a thirsty group of youngsters.

Chow time brings a long queue of employees and their families to the tent-covered food counters. There were sandwiches, salad, and hot and cold drinks to satisfy hungry appetites of young and old.



Jack Richmond (Tool Room) found a willing assistant in his son, Robbie, when it came to driving the tractor used to pull the cleanup wagon around the grounds after the picnic was over.



SHEAFFER'S REVIEW

Vol. 9 July No. 7

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories

Fort Madison, Iowa, U. S. A.

Fineline Division

Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,

Goderich, Ontario, Canada

Australian Office and Factory

Melbourne, Australia

Export Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

Sheaffer Grant Aids Highlanders On Trip

News of the European tour of the famous Scottish Highlanders of the State University of Iowa will be kept flowing to the press, radio and television through the cooperation of the Sheaffer Pen Company.

As in 1952, Sheaffer's will sponsor the Highlanders' information program during the nine-week tour of the university's all-girl bagpipe band through France, Holland, Germany, England and Scotland.

The Sheaffer grant will provide travel expenses for a writer-photographer team which will relay news and pictures of the girls to their hometown newspapers, radio and television stations.

"We are glad to cooperate with the University and the Scottish Highlanders in this unique opportunity to promote our native state in foreign lands," President W. A. Sheaffer II said.

"The Highlanders have repeatedly proved their ability as ambassadors of good will for our state and nation, and it is a privilege to help them do it again."

Bud Weber Wins Sheaffer Annual Golf Tournament

Bud Weber (Service) captured the annual Sheaffer's golf tournament at the Spring Lake course recently with rounds of 38-37-36-111 to edge out Barney Barnes (Screw Machine) by a two-stroke margin.

Barney, who put together a 36-36-41-113, was followed by Ernie Skinner (Inspection) who posted a 39-40-37-116.

The field of 77 entries was divided

In The Mail Bag...

May 17th, 1956

Public Relations

W. A. Sheaffer Pen Co.

Fort Madison, Iowa.

Gentlemen:

I had a visitor from Manchester, England, Rev. A. E. Durham, and arranged to take him through your plant last Thursday, May 10.

When we arrived at your personnel office, we learned that the tour of the school children had already started, but your girl at the switchboard was so kind, she contacted the young lady Vera Sills who is a member of my church and between them it was arranged for us to go through.

The guide, Mr. John J. Berghold was very gracious and had the answer to all our questions.

It was a trip that Mr. Durham and myself will never forget. While traveling in England, Wales, Ireland and over on the Continent last year for three and a half months, I saw many Sheaffer pens and pencils, in fact I took about a dozen or more of your pencils and gave them away while there. But somehow after going through your lovely plant, and seeing how the pens and pencils are constructed, the minute workmanship, somehow, I appreciate my Sheaffer pen and pencil set more.

The air conditioned buildings, the clean spotless and wonderful working conditions that your employees work under are the best that I have experienced and now I can fully understand why the people that work in your place and who are members of my church are so well satisfied.

Please accept our thanks for your kindness, and also convey to Mr. Berghold for his kindness and efficiency.

Sincerely yours,

REV. W. H. LEWIS

Faith Temple Assembly of God, Keokuk, Iowa

into six flights. Basil Huston (Mt. Pleasant) won the first flight with a 45-43-88 while Mel Boettcher (Sales) took the second flight honors with a 47-43-90 and Babe Serangeli (Credit) and John Kiersey (Purchasing) tied for top honors in the third flight with 95 totals.

Fourth flight winner was Harry McCannon (Tool Room) with a 52-44-96 and fifth flight honors went to Paul Wilmesmeier, Jr. (Pen Assembly) with a 60-45-105.

Service Anniversaries

— 25 YEARS —

Glorietta Casady (Works Mgrs. Ofc.)



LOWELL ANDREWS
(Pen Assembly)



TINNY PRATT
(Plastic Fab)



ELBERT LUNN
(Metal Fab)

— 20 YEARS —

Marie Cross (Pencil)

— 15 YEARS —

Ruth Sugars (Pencil)

Jessie Older (Plastic Fab)

Jeanette Lerche (Production Control)

— 10 YEARS —

Helen Worrell (Gold Nib)

Lavaun Harr (Gold Nib)

Elvia DeVol (Metal Fab)

Emma Mathiasmeier (Service)

Genevieve Gross (I.B.M.)

Karolena Orr (Plant #3)

Mabel Lane (Plant #3)

Gladys Hills (Plant #3)

Lillian Endicott (Plant #3)

E. Dale Thompson (Development)

Bernard Dehner (Development)

William Slee (Service)

Albert Rahn (Screw Machine)

Paul Thon (Plant #3)

Robert L. Duerr (Sales)

— 5 YEARS —

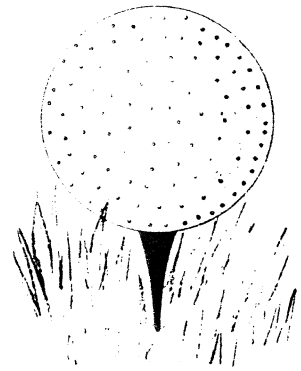
Ruth Scott (Inspection)

Thomas Frantz (Development)

Sheaffer's Review

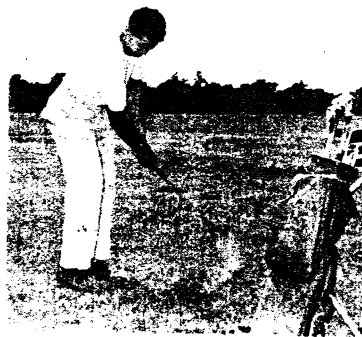
Tee Party

Fair skies and cool weather this year helped produce a big turnout of golfing enthusiasts at the annual Sheaffer Employees Golf Tournament at the Spring Lake (Judy's) course. Even those who got off to a poor start by dubbing the first few over the prison farm fence that bounds the course, admitted it was a mighty fine outing.



Dick Higgins (Mt. Pleasant) follows the flight of his ball after teeing off. Waiting their turn in the background are Basil Huston (center) (Mt. Pleasant) and Mel Boettcher (r) (Sales).

Harry Dusenberry (Plating) raises a puff of dust as he sends his ball on its way to the number nine hole.



Enjoying a sandwich and a cool drink after finishing the first round are, l-r: Bob Rhode (Lab), Dale Thompson (Development), Paul Riley (Development) and Bev Gordon (Development).



Earl Mekemson (Personnel) holes out under the critical eyes of Lyle Omdahl (l) Accounting and Howard Frey (r) Inspection.



Checking their scores midway around the course are Wes Stinnett (l) (Pen Assembly) and Barney Barnes (r) (Screw Machine).



Sinking a seven-foot putt on the number nine hole is Butch Bartlett (Gold Nib), who played the round with his brother, Ernie, (Gold Nib).



Roy Neal (center) (Lab) totals up the score sheet to determine the winners in the annual employees' gold tournament at Spring Lake while, l-r, Basil Huston (Mt. Pleasant), Mel Boettcher (Sales), Barney Barnes (Screw Machine) and Wes Stinnett (Pen Assembly) wait to see how they finished.



John Gamble (l) (Sales) and Ralph Cramer (r) (Traffic) look over the table of trophies displayed at the clubhouse.

W. A. SHEAFFER PEN COMPANY

311 Avenue H
Ft. Madison, Iowa
Returned Postage Guaranteed

M. Madine Cochran
1323 Ave. D
Ft. Madison, Iowa

Bulk Rate
U. S. POSTAGE
25 PAID
Ft. Madison, Iowa
PERMIT No. 12

Bob Gibbs Named WASPCO Chairman For '56 - '57 Term

Robert Gibbs (Pen Assembly) was elected chairman of the WASPCO Council for the 1956-57 term while Ralph Kamp (Gold Nib) was named vice-chairman and Rosie Menke (Traffic) was elected secretary.

The new council members are Gene Davis (Development), Powell Taapken (Engineering), Dorothy Lamb (Pen Assembly), Gladys Herron (Desk Stand), Edith Trainer (Metal Fab), Carl Riley (Tool Room), Jack Stowe (Inspection), Marvel Dulin (Pencil), Al Burwinkel (Screw Machine), Margaret Feldbauer (Plastic Fab), Jim Howard (Plastic Fab), Helen Hartley (Repair Parts), George Snyder (Service), John Moffitt (Service), Joe Eid (Occupancy), Joan Gross (Office - 1 & 2 floors), Elma Fruehling (Scrip), Ray Magel (Shipping), David Hauck (Tool & Die), Jim Page (Plating), Paul Holterhaus (Maintenance), Ernie Bartlett (Gold Nib), and Ivan Simmons (Molding).

PHOTO FORUM

With politics in the air and the conventions not far off, it seemed a good time to learn what's behind the way people vote. This month we went to the Mount Pleasant plant for our answers.

This month's question:

Without stating your political beliefs do you vote for the party or for the man?



ESTHER PROCTOR (Office) For the man, I think that's the important thing. The party doesn't count . . . it's what the man stands for.

JOHN ROTH (Utility Operator) For the man, I presume there are good men in each party, and some not so good. I try to pick the one best suited for the job.



ERNESTINE McVEY (Inspection) I've done both. This year it will be for the party. I think one party brings better times.

HERB BRASE (Tool-maker) For the man. There are good men in both parties. I try to weigh one's qualifications. Yes, the man is the deciding factor.



BETTY WHITE (Production) Not for the party—but for the man himself. I like to know what he stands for.

EDWIN GILLETT (Draftsman) I'll wait and see who they nominate. And then I'll choose the man I think is best.



*Strictly for
Ladies...*

Warm days and evenings call for fresh, light, cool foods that tempt the appetite and are refreshing as well as nourishing. A colorful soup, crisp vegetable sandwiches and a satisfying dessert make a tantalizing menu for a hot, breathless night especially if it's served with tall glasses of amber-clear iced tea, poured from an ice-frosted pitcher.

This supper menu answers the description and is easy to prepare:

Cold Tomato Bisque*
Fresh Vegetable Sandwiches
Iced Tea
Lemon Chiffon Pie*
(Recipes given below.)

Another tempting supper menu might be built around an assortment of favorite cold meat turned into a festive party dish with a shimmering glaze of jellied consomme madrilene. With this serve potato salad, hot rolls, spiced iced tea and chocolate layer cake.

COLD TOMATO BISQUE

1 can tomato soup	1 teaspoon Worcestershire sauce
3/4 cup water	
1/4 cup milk	1 teaspoon finely chopped onion
1 teaspoon lemon juice	3/4 cup sour cream

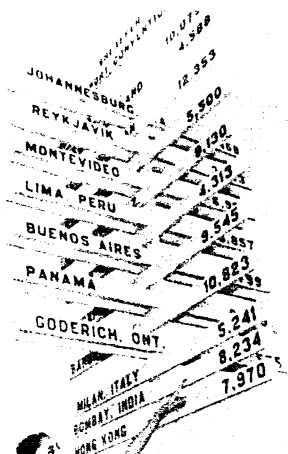
Chill soup in refrigerator several hours. Pour soup into a bowl. Add water, milk, lemon juice, Worcestershire sauce and onion. Beat until smooth. Add 1/2 cup of the sour cream, beating until it is well mixed. Serve garnished with dollops of remaining sour cream and a little chopped chive. Makes 4 servings.

LEMON CHIFFON PIE

1 package Vitamin C gelatin (lemon flavor)	1/2 cup sugar
1-3/4 cups boiling water	3 tablespoons lemon juice
1/8 teaspoon salt	1 teaspoon grated lemon rind
4 eggs	1 baked pastry shell

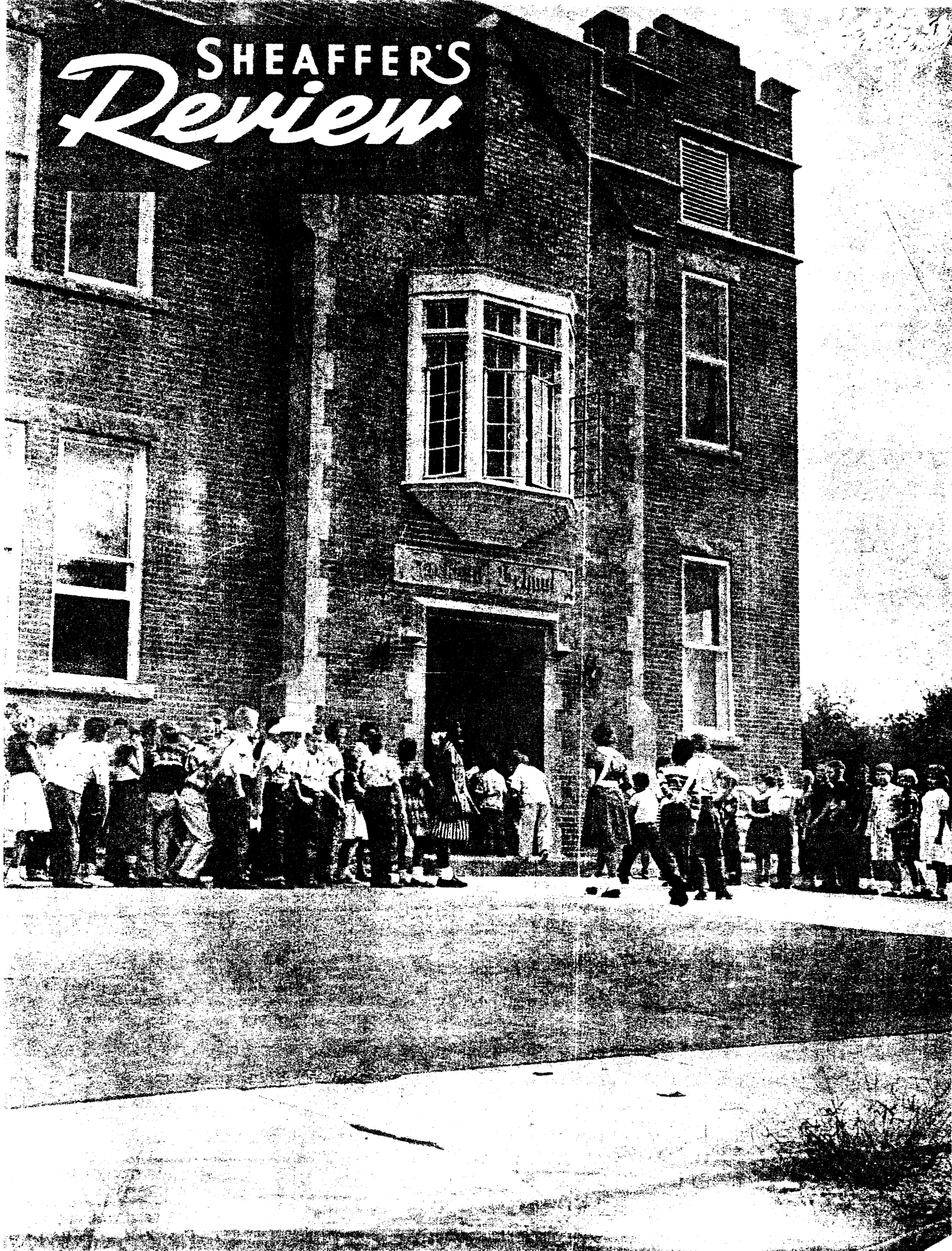
Dissolve gelatin in boiling water; add salt. Beat egg yolks with half the sugar; add hot gelatin mixture slowly, stirring constantly; add lemon juice and rind. Chill until it begins to thicken. Beat egg whites until stiff; gradually beat in remaining sugar; fold into gelatin mixture. Pile into baked pastry shell and chill until firm. Garnish with strawberries, raspberries, and other fresh fruits. Makes 1 ten-inch pie.

On the Cover



Dressed in an Indian sari, pretty Sati Dalamai points out to Gopaladas Assudamal of Tangiers the distance from Ft. Madison to her native Bombay. They were among the more than 60 distributors who attended the company's recent Export Convention.

SHEAFFER'S *Review*



Sheaffer's New Comedy TV Show "The Brothers" Likely To Be Fall Sensation, TV Expert Says

Sheaffer's new television show "The Brothers," a highly regarded dark horse in the fall lineup of new TV programs, will make its debut over the CBS-TV network October 2.

"The Brothers," starring veteran actors Gale Gordon and Bob Sweeney, will replace "Navy Log" which CBS is dropping from its fall schedule. The new fall show will originate out of New York at 7:30 p. m. (CST) each Tuesday.



Gale Gordon (l) plays Harvey Box and Bob Sweeney (r), Gilmore Box in "The Brothers."

Gordon, who played the role of the principal in "Our Miss Brooks" and Sweeney who starred as the neighbor in "My Favorite Husband" play the Box Brothers, Harvey and Gilmore. They operate a photographic studio in San Francisco which provides the backdrop for the series of amusing situations in which the bachelor brothers find themselves.

The new TV show, which will be co-sponsored by Proctor & Gamble, promises to be one of the sparkling new comedy shows of the season. Larry Wolters, TV columnist for the Chicago Tribune reports:

"This show (The Brothers), on the basis of a preview, is likely to be a fall sensation, maybe as big a hit as Sgt. Bilko, starring Phil Silvers. (Incidentally, The Brothers will follow Silvers on the air and would naturally inherit a sizable audience.)"

The Tribune's TV columnist further adds that "It's not too easy to describe The Brothers. It has some of the flavor of *Lucy* and *Lesi*, but the show is more uproarious. It gets as exaggerated at times as Martin and Lewis, or even Abbott and Costello in their prime."

Company Is Featured In Prize TV Newsreel

The Sheaffer Pen Company and its recent Export Convention were highlighted on the television newsreel program "Industry On Parade" which is carried on some 200 television stations throughout the United States and in 16 countries abroad.

The program, seen on Ft. Madison area TV sets via WOC-TV, Channel 6 in Davenport, showed interior shots of the company's main plant in Ft. Madison and its personnel as well as some general views of the city taken during the June Export Convention.

Leland Goosey Named To National VFW Post

Leland Goosey (Plastic Fab) has been named to a national post in the Veterans of Foreign Wars.

Leland, who has long been active in local and national VFW affairs, was appointed vice chairman of the VFW National American Sovereignty committee by Commander-in-Chief Cooper T. Holt.

Sheaffer Launches Biggest Fall Advertising Drive

The Sheaffer Pen Company will utilize the heaviest magazine and Sunday newspaper supplement ad schedule in its history during the back-to-school and Christmas buying season.

The campaign is keyed to this Fall's political campaigns, in addition to being designed to have strongest impact at peak consumer buying periods. News weeklies are included in the November schedule.

The pen company's previous heaviest print schedule was in the fall of 1952 when Sheaffer's "Snorkel" fountain pen was introduced. Since then, strongest concentration had been in television which permitted dramatic visual demonstration of the Snorkel pen, the new cartridge pens and the Feathertouch ballpoints.

Television advertising is being continued on the new CBS-TV network program, "The Brothers" starting October 2.

The magazine and Sunday supplement schedule includes four-color pages in Life, Reader's Digest, Saturday Evening Post, This Week, Parade, First Three Markets and independent Sunday supplements.

Back covers are scheduled for Better Homes & Gardens, Ebony, Coronet, Sport, Double Action Group, Thrilling Action Group and National Geographic. Second and third covers have been scheduled for Esquire, Newsweek and Colliers.

Sheaffer's top quality writing instruments, the "White Dot" line, will be featured in the campaign.

For the first time, the pen company will run a schedule specifically directed to businessmen. It will concentrate on Christmas gifts and will run in such magazines as Business Week, Sales Management and the New Yorker.

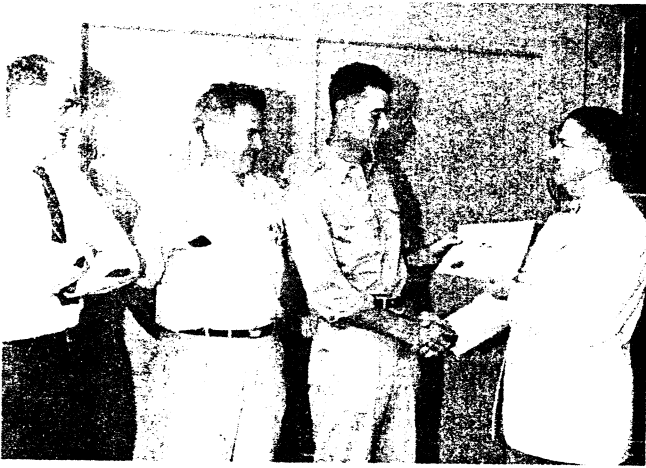
Sheaffer's recent advertising has included strong drives at the youth market. Starting this Fall, that program will be stepped up. American Girl, Boys Life and Scholastic Roto magazines will be added to the heavy Scholastic Magazines Group schedule started six years ago.

Mike Mitchell Heads Iowa Baptist Men

Mike Mitchell (Scrip) was elected president of the Iowa Council of Baptist Men during the group's recent annual retreat at Iowa Falls.

Mike, who succeeds Eugene Christensen of Harlan, Iowa, has long been active in church work, the Boy Scouts and community activities.

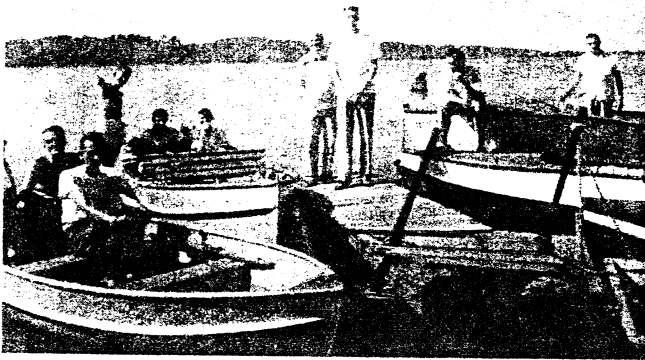
Goings On...



Vice president Frank McCowan (r) presents Albert Weber (second from right) (Tool & Die) with his diploma upon completion of his tool and diemaker apprenticeship which covers 8,000 hours of theory and practice. Watching the presentation are A. A. Zuber (l), general manager of the Tool & Die plant, and Ed McKiernan, apprentice training director.



Paul Passer (l), president of the men's brotherhood of the First Baptist Church, and Mike Mitchell (r) (Skrip), newly-elected president of the Iowa Council of Baptist Men, display the attendance trophy which was awarded to the First Baptist Church at the Baptist retreat at Iowa Falls.



Members of the Research and Development Department prepare to embark in their boats for day's outing on the Mississippi. L-r are Bernard Dehner, Bev Gordon, Dick Mansheim, Bob Clark, Dale Thompson, Louis Hansen, Charlie Sturberg, Paul Riley, John James and Gene Davis.



The State University of Iowa's Highlanders found themselves stranded upon their arrival in Amsterdam, due to a taxi strike. So Sheaffer representatives in Holland G. G. Vanfelde (l) and Jan Maarschalkerweerd (third from right) came to the girls' rescue and arranged to take the girls from the rail station to their hotel by boat on the scenic canals. Highlanders Alyce Harrington (third from left) and Donna Krabbenhof (second from right) thank their benefactors and the two native costumed Dutch girls who assisted them.

Tom Boovis (Molding) dons his fancy Western garb to help promote the annual Ft. Madison World Championship Rodeo. Tom, one of the staunchest supporters of the rodeo, hasn't missed a Ft. Madison rodeo since it first started.



Scottish Highlanders from the State University of Iowa pay a friendly call on a Sheaffer distributor in Western Germany the Erich Orloff store in Cologne. At left are Gunther Orloff and Heintz Frick, the girls' hosts, while Jan Maarschalkerweerd, sales representative of our Dutch plant, poses with some of the store's sales personnel.

Black and White



FIRST PRIZE — Allen C. Thompson (Occupancy)



Honorable Mention — Shirley King
(Plastic Fab)



Honorable Mention — Patricia Merschman
(Metal Fab)



SECOND PRIZE — Shirley King (Plastic Fab)



THIRD PRIZE — Ethel C. Davis (Shipping)



Honorable Mention — Sophia Sacasky (Service)

FOURTH AN Snapshot C

A black and white shot of an old Centennial celebration by Allen C. of Multnomah Falls taken by Lyle Tetons captured first prize of a \$25 Fourth Annual Vacation Snapshot.

Ottilia Meister (Public Relation) shot of a rock formation at the Wise collected second prize and \$10 for h. Shirley also gained two honorable n

Third prize of \$5 in the black and wh division went to Ethel C. Davis (Shippin who also received two honorable menti for her entries in the color division. Lyle I (Service Correspondence) took third pr of \$5 for his second entry in the colo photo class.

Other honorable mentions in the colo division went to Norma Smith (Maintenanc La Vanda Beattie (Mt. Pleasant) and Jo A Rippenkroeger (Shipping) while the hon able mentions for black and white pho went to Ruth Scott (Inspection), Patricia Merschman (Metal Fab) and Sophia Saca (Service).

A record of 112 photos were entered this year's contest. Members of the Activit Committee acted as judges.



Honorable Mention — Shirley King
(Plastic Fab)



Honorable Mention — Ruth Scott
(Inspection)

SHEAFFER'S REVIEW

Vol. 9 September No. 9

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY
General Offices and Factories
Fort Madison, Iowa, U. S. A.

Fineline Division
Mt. Pleasant, Iowa, U. S. A.
Canadian Office and Factory,
Goderich, Ontario, Canada
Australian Office and Factory
Melbourne, Australia

Export Division
Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - - RAY PETERSON

Activities Committee's Float In Second Place

The Activities Committee's float with two mechanically activated horses captured second prize for floats of the annual Ft. Madison Rodeo parade.

The float was built by Bill Groene (Maintenance), assisted by David Young (Stockroom & Warehouse). Members of the Activities Committee decorated the float in the warehouse at Plant #2.

The two miniature steeds atop the float galloped up and down as the float moved along the street. Pat Bray (Pen Assembly) used her new car to pull the Activities Committee's float.

John Kiersey Wins In Labor Day Tournament

John Kiersey (Purchasing) won the Labor Day handicap golf tournament at the Ft. Madison Country Club with a net 69.

Playing with a 23 handicap, John put together a gross 46-46-92 to beat out Doug Runnels (Sales) who finished second with a net 70. Doug, with a six stroke handicap, put together rounds of 41 and 35 for a gross 76. Doug's par 35 was the best nine hole score of the tournament.

Karl Dinnauer (Export) tied for third place with a net 71 while Jimmy Emerson's (Addressograph) net 74 tied for fifth.

In the doubles best ball handicap tournament that followed, Myron Madison (Tool & Die), John Kiersey (Purchasing) were among those tied with 68s for first place. Other winners included Karl Dinnauer (Export).

Veteran Salesman 'Deac' Emerson Finds It's Easier To Sell To Women But Men Are More Challenging

A star salesman who has sold \$5,000,000 worth of fountain pens was honored by his colleagues recently after a 30-year career which taught him that it's easier to sell to women but more challenging to sell men.

"All it takes to sell a woman," M.G. (Deac) Emerson told fellow salesmen at a luncheon they gave him during the western regional sales meeting in



M. G. (Deac) Emerson (Sales) cuts the 30th anniversary cake with which his colleagues surprised him at the San Francisco sales meeting. Deac is about to serve up the cake to (l-r) Harry Waldron, Glen Davidson and Gene Troy.

San Francisco, "is to convince her what she is buying will help her along, whether it's getting a man or a raise. A man is tougher because he'll use logic."

Women's biggest impact on the pen market during his career has been this year's introduction of color; and the "Snorkel" fountain pen to keep her from smearing her fingers. Both he declared, have made a big hit with women—and men are highly enthusiastic about them too.

"Deac" is a native San Franciscoan who lives across the bay at Berkeley. He originally studied for a career in mining at the Universities of Arizona and California but turned to selling because of his enthusiasm for people.

"Enthusiasm is the number one requisite for successful selling," said the star pen salesman. "Next is knowledge of the product, and a pretty thorough conception of what benefit it will bring to the immediate and the ultimate buyer. You can't sell for your own sake. It's got to be for the good of the customer."

"Deac" has always sold in the San Francisco area although in his early days of selling his territory at times stretched from Oakland clear up to Seattle.

Wildcats Close Season With 11 Wins 3 Losses

The Sheaffer Wildcats wound up their 1956 softball season with an 11-3 won-lost record, including the championship title in the Iowa Ordnance Plant's tournament.

In their final game of the season, the Wildcats bowed to the Ft. Madison Prison Saints 3-2 after having beaten the Saints earlier.

Leading hitters for the season were Chuck Boyer (Tool Room), Corky Cowles (Tool & Die) and Keith James (Tool & Die).

Other members of the Wildcat team are Red Wilson (Metal Fab), Leo Zumdom (Plating), Grover Senf (Tool Room), Jim Page (Plating), Franklin Davis (Tool & Die), Walt Rippenkroeger (Plating), Cesario Juarez (Plating), Rosie Moore (Desk Stand) and Bud Metzinger (Inspection).

C. W. Sloan Is Speaker

Chet Sloan, safety director, was guest speaker at the September meeting of the National Office Management Association at Cedar Rapids. Chet spoke on the subject of "Modern Management Looks at Safety."

PHOTO FORUM

Millions of Americans watched the recent national conventions of the Democratic and Republican parties on television screens across the nation. Some took an active interest in the political activities, others were apathetic in their reactions. For contrast, we went to the Goderich plant this month to get the reaction of Canadian employees to American politics.

This month's question:

As a Canadian, what was your reaction to the national political conventions which the Democratic and Republican parties held recently in the United States?



EVELYN PATTERSON (Assembly)—"I can't seem to get excited over American activities. I didn't follow the conventions at all."

GEORGE ROBERTSON

(Receiving Inspection)—"It was most annoying when I could get nothing else on television. I was forced to listen and watch—and eventually became very interested."



RITA KENNEDY (Fabrication)—"It interrupted a lot of good TV programs."

JIM REED (Pen Point)—"I feel the same way as Tennessee Ernie. Both parties used a Cow Palace and the Stock Yards and between them both, a lot of bull was shot."



ELSIE HUMPHREY (Office)—"My husband and I are particularly interested in American politics, so we found it very interesting."

HENRY ENZENBERGER

(Tool Room)—"I missed the Friday night fights."



Barney Barnes Medalist In City Open Tournament

Barney Barnes (Screw Machine), Lee County open golf champion, won medalist honors in the recent City Open Championship at the Ft. Madison Country Club.

Although Barney qualified with a 72, he put together a 41-38-42-121 that dropped him into seventh place in the championship flight.

Meanwhile, Jim Schier (Development) tied for fifth place in the championship round with a 44-36-39-119.

Myron Madison (Tool & Die) won the seventh flight with an 84 after shooting a par 35—one of the best nine hole scores of the day.

Dale Thompson (Development) finished third in the sixth flight and Charley Rupert (Export) placed second in the eighth flight.

Sheaffer Wildcats Win IOP Softball Tournament

The Sheaffer Wildcats won the recent Iowa Ordnance Plant's one day softball tournament at Burlington in three straight games.

Behind the superb pitching of Paul Reberry and the hitting of Rosie Moore (Desk Stand) the Sheaffer Wildcats ran into extra innings against the host IOP team before clinching the opener five to one in the eighth. Rosie Moore and Keith James (Tool & Die) each accounted for two hits in the opener while Reberry held IOP batters to four hits.

The Wildcats then went on to score a 9-2 win over Wapello in the second game as Keith James led the batting with a homer, a triple and a double.

In the final game for the championship, the Wildcats edged out the Yarmouth nine 4-2.

Consbrock Named President Of Men's Bowling League

Bob Consbrock (Drafting) was elected president of the Men's Bowling League for the 1956-57 season at a recent organizational meeting at the Sheaffer Clubhouse.

Other officers elected for the coming season are Ernie Peasley (Production Control), vice president; and Louis Hansen (Development) secretary and handicapper. Louis also will serve as secretary and handicapper for the women's league.

The men began league bowling Sept. 12 and will bowl Wednesdays and Thursdays during the season.

Service Anniversaries

— 30 YEARS —

Raymond Magel (Shipping)

— 15 YEARS —

Elma Nixon (Pencil)

Herman Zumdom (Molding)

Glenn Gregg (Screw Machine)

Edward Thorn (Sales)

Robert Haigh (Plant #3)

— 10 YEARS —

Bernice Albright (Pen Assembly)

Marjorie Lile (Service)

Mary Cook (Scrip)

Geneva Moline (Gen. Adm. Oper.)

Elsie Johnson (Plant #3)

William Rupley (Occupancy)

Carroll Maynard (Metal Fab)

Robert Brinkschroeder (Service)

Charles McGlothlin (Service)

Dennis Morrison (Service)

Edward Emerson (Plant #3)

Delmar Barton (Plant #3)

James Yeast (Accounting)

Vern Brower (Salesman)

Edward Lanferman (Plant #3)

Ralph Carnahan (Plant #3)

Richard Canella (Cost Accounting)

Irwin Munger (Plant #3)

Lester Mohr (Plant #3)

Elmer McDorman (Plant #3)

Albert McDorman (Plant #3)

Harold Krehbiel (Plant #3)

— 5 YEARS —

Kipp Wells (Service)

Richard Triska (Plant #3)

H. W. Bouck Is Guest Speaker

Harry W. Bouck, industrial development director for Ft. Madison, was guest speaker at the recent meeting of the the Foremen-Supervisors Club.

The industrial director who was recently hired by the city to help bring new industries to Ft. Madison spoke on "Industrial Facts of Life". He outlined the things industry looks for in locating new plants in a community.

W. A. SHEAFFER PEN COMPANY

311 Avenue H

Ft. Madison, Iowa

Return Postage Guaranteed

M. Nadine Cochran

1323 Ave. D

Ft. Madison, Iowa

Bulk Rate
U. S. POSTAGE

25 PAID

Ft. Madison, Iowa
PERMIT No. 12

Strictly for adies...

A SWEET, MADE WITH THE BRIGHTEST CRANBERRIES and enriched yeast-raised bread will add a flair to even the simplest meal. For this Cranberry Tart, beat 5 egg yolks until lemon-colored. Beat in $\frac{3}{4}$ cup sugar, about $\frac{1}{2}$ at a time. Then stir in 3 cups canned whole cranberry sauce, 1 cup fine enriched yeast-raised bread crumbs and 1 teaspoon vanilla extract. Fold in 5 egg whites, beaten until stiff but not dry. Butter a glass or pottery baking dish; dust lightly with sugar. Pour in cranberry mixture. Bake in 375-degree oven (moderate) for 35 minutes or until firm. Serve cold with sweetened whipped cream.

* * *

MEXICANA'S THE LATEST CANASTA GAME. Like its cousin Samba, Mexicana uses three decks of cards but only thirteen cards are dealt to each player. Sevens as well as black threes are stop cards and a canasta of seven sevens is worth 1,000 points. Two canastas will win, but the number of red threes must match the number of canastas. To play Mexicana, of course, you must be familiar with the basic rules for Canasta. If you're hazy, you can obtain a free copy of the rules for Canasta, and Cut-Throat Canasta by writing to the Playing Card Association, 420 Lexington Ave., New York 17.

* * *

SARDINE CHEESIES HAVE JOINED THIS FALL'S FISH PARADE. Maine fishermen catch the sardines in waters cold and deep. The little fish are canned for your convenience — to eat right from the can or make into luncheon and supper dishes like this: Beat an egg slightly and grate into it a half pound of processed American cheese or mild Cheddar. Salt and pepper to taste. Stir until smooth. Spread on trimmed bread slices. Top each slice with one or two Maine sardines. Bake in a hot oven, 450 degrees, until the top is bubbly and slightly browned.



Anna Kennedy R.N. (Medical) demonstrates the newly acquired oxygen demand inhalator to Bud Metzinger (I) (Inspection) while Pete Werner (Inspection) plays the role of the "victim."

Krueger New Councilman

Al Krueger (Pencil) has been elected WASPCO Councilman to represent the Pencil Department.

Al, a former councilman, succeeds Marvel Dulin who is leaving to attend secretarial school.

New Oxygen Inhalator For Emergency Needs

A new oxygen demand inhalator for emergency use by employees in case of electrical shock, asphyxia from gases or toxic fumes, cardiac attacks etc. has been added to the company's plant safety equipment.

Although intended primarily for use within the company's plant, it will be loaned for emergencies in the community if needed. The new piece of equipment is kept in the Medical Department on the second floor of the main plant where it is readily available at all times. All Plant 1 guards, watchmen, firemen, night cleanup crews, fire squads and supervisory personnel in the maintenance, molding and plating departments are receiving instruction in the proper use of the new inhalator. First aid assistants and various supervisory personnel in some of the other departments also have been instructed in its use.

Operation of the new inhalator requires only two actions—opening the oxygen cylinder valve and holding or attaching the mask to the patient's face. Oxygen then flows at whatever rate is "demanded" by the patient. There is no interference with or tendency to influence the natural respiratory cycle.

On the Cover



September marks the end of vacation time and the start of another school year. Typical of the return of youngsters to classrooms across the nation is this scene at Jackson School.

SHEAFFER'S *Review*

OCTOBER 1956





Winsome Nancy Hadley, star of Sheaffer's new TV show "The Brothers," pens a king-sized letter with her giant Snorkel fountain pen to remind everyone to write more letters during National Letter Writing Week, Oct. 7-13 — and to be sure to send at least one letter to a serviceman. Nancy, incidentally, was the "White Gloves" girl in Sheaffer's first TV commercials.

Sheaffer's Will Be Host To Area Teachers As Part of B-I-E Day Observance Oct. 17

The Sheaffer Pen Company, together with other leading Ft. Madison business firms and industries, will play host to teachers from the community's public and parochial schools Oct. 17 as part of Business-Industry-Education Day.

Approximately 20 teachers are scheduled to visit Sheaffer's while others will tour other Ft. Madison companies. The annual B-I-E Day program is set

P. H. Schwartz Enrolled In T & D Apprentice Course

Phillip H. Schwartz has been selected for admission to the Tool & Die division's apprentice training program.

Phil, a graduate of Burlington High School, served with the Air Force as an airplane mechanic and was employed at the J. I. Case Company's Burlington plant before joining Sheaffer's.

The Tool & Die division's apprentice program covers 8,000 hours or approximately four years of theory and practical application. Upon completion of the program he will finish as a toolmaker.

up to promote a better understanding among the businessmen, industrialists and educators in the community.

Following tours of the various Ft. Madison businesses and industries, the teachers will be guests at a luncheon at the Ft. Madison Country Club where they will hear a talk by a representative of the Austin Company. His subject will be "What Industry Expects of the Community."

Following the activities at the country club, the teachers and representatives of Ft. Madison businesses and industries will reassemble at the Fox Theater to hear a talk by Robert T. DeVore, mid-west manager of the DuPont Extension Division. His subject will be "Only the Productive Make Progress."

Sheaffer Pen Sales Up 6% In First Half

Sheaffer's net sales for the first six months of the current fiscal year were \$11,586,802, an increase of more than 6 per cent over last year's first half sales of \$10,899,393. G. A. Beck, executive vice president, announced.

Net earnings for the first half were \$894,097 or \$1.09 a share compared with \$613,182 or 74 cents a share for the same period a year ago. Provision for income taxes amounted to \$955,200 compared with \$637,500 for last year's first six months.

Second quarter net sales were \$5,666,582 or 10 per cent over last year's second quarter sales of \$5,158,068. Net earnings for the second quarter were \$418,199 or 51 cents a share compared with \$260,848 or 31 cents a share in the same period a year ago. The tax reserve for the second quarter was \$454,000 compared with \$272,200 in the similar period last year.

Mr. Beck pointed out "the company is now entering the Fall and Christmas buying season with a good backlog of orders and the heaviest advertising program we have had since the introduction of our Snorkel fountain pen."

Two 30-Year Employees Receive Service Awards

Two employees received their solid gold desk pens from president W. A. Sheaffer II recently upon completion of 30 years of service with the company.

The two recipients of the 30-year awards were Raymond Boyle (Tool Room) and Raymond Magel (Shipping).

Ray Boyle has been employed continuously since August 8, 1926 as a toolmaker.

Ray Magel was employed in Skrip shipping for 16 years after joining Sheaffer's on Sept. 22, 1926. He was later employed in the War Division and after the war worked in the Desk Stand, and Shipping and Receiving Departments. In April 1952 he was transferred to Shipping.

Rotarians Are Guests

Members of the Ft. Madison Rotary Club were guests of the company at a luncheon in the cafeteria. Approximately 42 Rotarians lunched at plant and toured the factory area. The luncheon was one of a series sponsored by the company to better acquaint area residents with the company and its activities in the community.

Goings On...



Winners in the Great Vacation Snapshot Contest display the prizes and savings certificates they received. L-r are Allen C. Thompson (Advertising), Shirley Long (Photo Lab), Ethel Davis (Export Shipments), Lyle Box (Service Correspondence) and Otilia Meister (Public Relations).



Completing 30 years of service with the company, Ray Magel (l) (Shipping) receives a solid gold desk pen from President W. A. Sheaffer II during informal ceremonies in Mr. Sheaffer's office.



What appears to be an imitation of the Charleston dance is just the windup of a bowling ball delivery by Wanda Cornell (Pencil) during the opening of the woman's bowling league season at the Sheaffer clubhouse. In the background, l-r are Lorene Clark (Pencil), Erma Terry (Pencil), Marie Smith (Pencil), Mary Thompson (File) and Mary Ussery (Advertising).



Martha Barsness (l), who represented Iowa in the Miss America contest in Atlantic City, presents a Sheaffer Snorkel fountain pen and pencil to Marian McKnight (Miss South Carolina) who was picked as Miss America in the contest finals. Looking on are Miss West Virginia and Miss Arkansas.



Joe Eid (Guard) pauses with Mayor Walter Guenther during the annual Ft. Madison Rodeo parade. Joe chauffeured the mayor who was honorary parade marshall.

J. Ogilvie Lennox (l), immediate past president of the Stationers' Association of Great Britain and Ireland, relates a humorous experience during his visit to the Ft. Madison plant. Enjoying the story are John D. Sheaffer, vice president; Mrs. Lennox and Craig R. Sheaffer, chairman of the board.



Third Annual Retirement



A group of retired Sheaffer employees and their guests hash over old times at the pen company during the annual picnic at the Employees' Park. L-r are Al Howard, Ed Simmons, Enoch Martin, Jesse Teel, Harry Isenberger, Mrs. Jesse Teel and Mrs. Leonard Davey.



Executive vice president G. A. Beck (r) and John Murphy get together for an informal chat during the outing.

Mr. :
ground
M. T. I
friendly



Lual Cross came and brought his "Snorkel" with him. Here's "Pop" and "Snorkel," a three-year old combination toy terrier and Chihuahua.



With the potluck picnic over, guests and retired employees relax and chat about familiar faces and places. L-r are Mrs. Art Weinhardt Sr., Art Weinhardt Sr., Bertha Haefner, Frank Kline, Mrs. Harry Isenberger, Mrs. Jesse Teel, Enoch Martin and Mrs. Leonard Davey.

The third annual Retired Employees' Picnic was held together 23 former Sheaffer employees at the Employees' Park recently to enjoy a potluck lunch, socialize and catch up on old times at the company's annual outing.

John Murphy and Frank Davis were among those who attended the outing which got underway at 11 a.m. and continued through mid-afternoon at the park's main building.

Frank Kline and Mrs. Kline claimed to have traveled the greatest distance to attend the picnic. Frank and Mrs. Kline now live in Kalamazoo, Mich.

Other retired employees attending the picnic were Mrs. Bertha Haefner (Pencil), Harry Isenberger (Pencil), Mrs. Goldie Randolph (Plastic Fab), Mrs. Ed Simmons (Occupancy), Walter Martin (Occupancy), Harry Isenberger (Works Manager), A. H. Byers (Shipping), Mrs. Leonard Davey (Pencil), Mrs. Leonard Davey (Occupancy), Art Weinhardt Sr. (Maintenance), Lual Cross (Plastic Fab), Mrs. Ella Hayden (Production Planning), Bill Kress (Maintenance), Frank McClurg (Personnel), Ed Simmons (Repair Parts), Mrs. Ed Simmons (Payroll), W. F. Heising (Executive), Harry Sharp (Occupancy), Enoch Martin (Pen Assembly) and Louise Miles (Service).

Employees' Picnic



Some of the retired employees and their guests who attended the third annual retired employees picnic at the Sheaffer Park pose for a group picture.



Walter Martin relax in the foreground. Frank Davis, vice president of the company, and Frank Kline get together for a



Mr. and Mrs. Frank Kline (l), who came up from Florida where they are now living, compare notes with Mr. and Mrs. Art Weinhardt Sr. (r).



"Here comes a fellow I haven't seen in a long time," Bill Kiess (r) seems to be saying to Frank Kline (second from left). In the background are Walter Martin (l) and Earl Mekemson (second from right).



Just visiting are l-r Mrs. Leonard Davey, Mrs. Jesse Teel, Harry Sharp and Mrs. Harry Sharp.



With lunch over, the ladies turn to reminiscing about former days at Sheaffer's. L-r are Mrs. Frank Davis, Sara Watson, Mrs. John Murphy, Bertha Haefner, Goldie Randolph and Mrs. Harry Isenberger.

SHEAFFER'S REVIEW

Vol. 9 October No. 10

Published monthly for the Men and
Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories

Fort Madison, Iowa, U. S. A.

Finance Division

Fort Madison, Iowa, U. S. A.

Canadian Office and Factory,

Goderich, Ontario, Canada

Australian Office and Factory

Melbourne, Australia

Export Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - RAY PETERSON

A SINGLE VOTE!

If the president of one of the nation's major industries invited you to help manage a great company—chances are you'd be there johnny-on-the-spot.

Yet when the greatest opportunity an American citizen can have—the right to participate through your vote—in the management of the mightiest nation on earth, too many are reluctant to seize the opportunity with the same enthusiasm.

The 1952 election produced a vote of over 62,000,000 men and women—the biggest election turnout in history. Yet this represented only 72 per cent of the voters eligible to go to the polls.

Why not a larger turnout?

Too many are inclined to shrug their shoulders and say "what can my vote do?"

Let's roll back the pages of history and see what a single vote can do.

Rutherford B. Hayes gained the presidency of the United States by the majority of a single electoral vote in 1876.

Five great states—Texas, California, Oregon, Washington and Idaho—were admitted to statehood by the bare margin of one vote in Congress.

And in more recent times, the Draft Act in 1941 passed the House of Representatives by just one vote.

What difference does your vote make among the millions cast each year?

Last year, a member of our own City Council who had served for three years was defeated by just one vote—and there were 716 out of 1,375 registered voters in the precinct who failed to cast their ballots.

You say your vote doesn't count? Don't you believe it!

PHOTO FORUM

With the national election approaching and in view of the heavy efforts that are being made to get more and more voters to the polls, our question this month logically focuses around this pertinent subject.

How important do you consider your own vote?



M. L. SCARFF (Maintenance)—I consider it most important. I feel I have a hand in the running of the government if I vote. I feel too I'm helping to make this a better country for my children.

FLORENCE PINKSTON

(Cafeteria)—It's pretty important to the whole nation and the condition of the entire country. Everyone should get out and vote for the good of the country.



DON JOHNSON (Sales)—I consider my individual vote very important because the small vote such as mine, when multiplied by millions like mine are the ones that elect our governing body.

MARY LOU KIENER

(Personnel)—I think everybody should vote as far as that goes, especially in a presidential campaign. My vote and every individual's vote is very important.



JOHN WILSON (Metal Fab)—I think it's pretty important due to the fact that each individual makes up the total of all the votes.

JOYCE HEISLER (Lab)—

I'm not old enough to vote but I think it's everyone's duty to vote because that's one of the great privileges of being an American.



Service Anniversaries

— 20 YEARS —

Jack Parker (Salesman)

— 15 YEARS —

Edward Menke (Inspection)

— 10 YEARS —

Shirley Hatton (Plant #3)

Ruby White (Plant #3)

Edna Martin (Plant #3)

Geraldine Haugh (IBM)

Donald Prottsman (Plant #3)

Fred Schulte (Tool)

Guerden Jarvis (Plastic Fab)

Henry Kirchner (Molding)

John Roth (Plant #3)

Ernest Smallwood (IBM)

Al Stenerson (Salesman)

— 5 YEARS —

Ruth Rotter (Shipping)

Merna Messer (Plant #3)

Sheaffer Sponsors Nation's Biggest Writing Contest

The nation's biggest creative writing competition for high school students—the 1956-57 Scholastic Writing Awards—will be sponsored again this year by the Sheaffer Pen Company.

This will be the third successive year in which the pen company has sponsored the nationwide competition which last year drew entries from more than 60,000 students from all 48 states and Canada.

The Writing Awards were established 32 years ago by Scholastic Magazines to encourage creative writing by high school students and to provide classroom assistance to teachers of English and literature. Students in any public, private or parochial high schools from Grade 6 to 12 are eligible.

First-place winners receive cash prizes while honorable mention winners receive Sheaffer Snorkel fountain pens.

To Hold Dance

The Activities Committee at the Mt. Pleasant plant will hold its fall dance Saturday, Oct. 13 at the VFW Ballroom. Dancing will be to the music of the Gordonaires.

Jim Yeast Captures Spring Lake Title

Jim Yeast (Accounting) captured the recent Spring Lake Golf club championship with a seven over par 112 for 27 holes.

Jim, a veteran golfer and spearhead of the annual Accounting Dept. invitational tournament, qualified for the championship flight with a 37 for the opening nine holes then followed with rounds of 38 and 37 to clinch the title.

Paul Wilmesmeier Jr. (Pencil) captured fourth flight honors with a 98 while Barney Barnes (Screw Machine) had the longest drive on number six hole.

Ed Peoples Probably Has Week's Best Job

Ed Peoples (Inspection) had what might be termed the "job-of-the-week" during the recent World Series.

Ed, an avid ball fan, handled the job of keeping the employees at the main plant posted on the inning-by-inning developments on the crucial series between the New York Yankees and the Brooklyn Dodgers.

But to do this, Ed had to stay close to the TV set which was set up in the auditorium for the lunch hour viewing by employees. Regarded by most ardent baseball fans as the luckiest man in the plant, Ed did a yeoman job of keeping all of us up to date on the games.

But the job was by no means a single-handed one. At the end of each three innings, Ed quickly phoned the developments on the game to Joyce Scanton and Jerry Koebler in the Personnel Department. These two young ladies in turn passed the information to representatives in each department in the plant to post on department bulletin boards. Each department had been furnished with inning-by-inning score sheets.

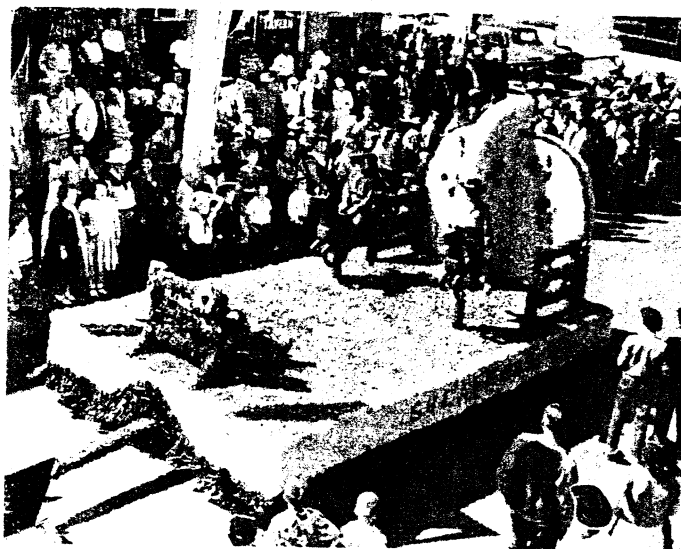
What was Ed's reaction to this job after sitting through each game of the series?

"The only thing I'd have liked better would have been being right there in the bleachers — but since that wasn't possible this was just fine," he remarked.

Top Community Chest Quota

Employees of the Mt. Pleasant plant topped the quota set for the plant in the annual Community Chest drive.

RODEO ROUNDUP:



Sheaffer's float which took second prize in the float competition during the annual Ft. Madison Rodeo parade featured two galloping steeds mounted by Dennis Mekemson (left), son of Earl Mekemson (Personnel) and Jeff Boyer (r) son of Chuck Boyer (Tool Room). The clown in the foreground is Mike Boyer, another of Chuck's youngsters. The float was built by the Activities Committee.



The bevy of beauties atop the BPW's float included three Sheaffer employees. L-r they are Betty Martin (Organization & Planning), Marilyn Sulzberger (IBM) and Annette Davis (Order Handling). At the extreme right is Roberta Pollpeter.



These belles from Melody Ranch are members of the Ft. Madison chapter of Sweet Adelines. In the foreground are Jean Bell (l) (Steno) and Alice Daugherty (r) (Receptionist). Partially hidden by the sign behind them are Shirley Thieme (Steno) and Darlene Cowles (Steno).

Women's Travel Club Plans Trip To Amana

The Women's Travel Club, taking advantage of the pleasant fall weather and the beauty of the countryside, will visit the Amana Colonies Saturday, October 20.

The women will board buses at the main plant early Saturday and drive to the Amana Colonies where they will tour the famous colonies and have lunch. On the way back they'll stop over in Iowa City to shop and browse before returning to Ft. Madison that evening.

Members of the club also are working on plans for the election of officers for the 1956-57 season as well as on a trip in either November or December. The women met at the Sheaffer clubhouse recently and elected a four member nominating committee to prepare a slate of candidates for the coming election. Named to the nominating committee were Vi Tweedy (Cafeteria), Doris Stinnett (Pen Assembly), Florence Proenneke (Lead) and Katherine Tebbs (Shipping).

Election of the new officers will take place at the club's next meeting Oct. 30 following a potluck supper. All women employees are invited to attend the potluck supper and the meeting which will follow it.

The group is tentatively planning a trip to either Chicago or Kansas City later this fall, depending on the preference of the club members. Although the date for the trip has not been selected, it will probably be in either November or early December.

At the group's recent meeting, Mary Stroppe (Plastic Fab) previewed the colored movies taken during the club's trip to New York City and to the Illinois State Fair.

TEACHES SKATING

Kenny Hart (Stockroom & Warehouse) will give roller skating instructions at Ft. Madison's new skating rink on the Burlington Hill.

Kenny, an ardent skating fan himself, will conduct classes for beginners and more advanced skaters Saturday evening prior to the regular skating session. Ballroom skating instructions also will be given by Kenny.

Christmas Card Etiquette Booklet Is Offered Free

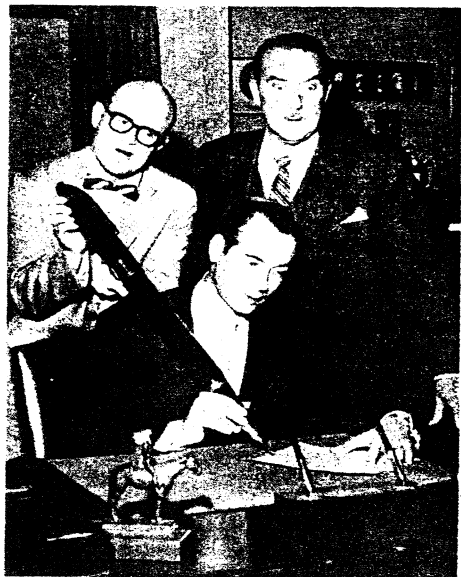
Two million friendships will be strained in December when that number of Christmas cards will go astray, according to postal authorities' estimates, because of faulty addressing or posting.

And many Christmas cards that do reach their marks will weaken friendships instead of strengthening them because they lack good taste or fail to meet standards of simple Christmas card etiquette.

As a guide to proper use of Christmas cards—from imprinting and signing to mailing—Sheaffer's has prepared a "Christmas Card Reminders" booklet. The four-page brochure contains rules based on U.S. Post Office suggestions and on the premise that sending a Christmas card is a friendly act, serving as a substitute for a greeting given in person.

The booklet is free by writing to the Educational Department, W. A. Sheaffer Pen Company, Fort Madison, Iowa.

On the Cover



"Oh, brothers" exclaims TV actor Gale Gordon (r) as Bob Sweeney (l) helps Pete Karle, Sheaffer's ad manager, use a giant Snorkel fountain pen to sign the contract for Sheaffer's co-sponsorship of "The Brothers," the new CBS network TV show which started Oct. 2 and stars Sweeney and Gordon.

"I heard you were coming, so I baked a cake." The traditional Election Day Cake, that is. It doesn't matter whether you're Democrat, Republican, Whig or Tory, for Election Day cakes, first baked in New England about 125 years ago, were served to all who voted a straight ticket. These yeast-raised cakes, laden with fruits and nuts to make them moist and flavorful, kept fresh for many days. That was an important consideration back in the early 1800's as Election Day was the beginning of a week-long celebration of balls, parades and visiting from house to house.

It was the custom to serve Election Day Cake to those who stopped to call.

ELECTION CAKE

- | | |
|--|--------------------------|
| 1-1 2 cups warm, not hot water (lukewarm for compressed yeast) | 1 cup sugar |
| 2 teaspoons sugar | 2 eggs |
| 2 packages or cakes yeast, active dry or compressed | 1 teaspoon salt |
| 4-1/2 cups sifted enriched flour | 1-1 2 teaspoons cinnamon |
| 3 4 cup margarine or butter | 1 1/4 teaspoon cloves |
| | 1 1/4 teaspoon mace |
| | 1 2 teaspoon nutmeg |
| | 1-1 2 cups raisins |
| | 1 2 cup chopped citron |
| | 3 4 cup chopped nuts |

Measure water into a mixing bowl (warm, not hot, for active dry yeast; lukewarm for compressed). Add and stir in 2 teaspoons sugar. Sprinkle or crumble in yeast; stir until dissolved. Add 1-1 2 cups of the flour and beat well. Cover with a cloth and let rise in a warm place, free from draft, until very bubbly, about 30 minutes. Cream margarine or butter with 1 cup sugar. Add and beat in eggs. Combine with bubbly yeast mixture. Sift together salt, spices and remaining 3 cups flour, and add to yeast mixture. Beat until smooth. Use mixer or beat by hand. Add and stir in fruit and nuts. Turn into a greased, lightly floured 10-inch tube pan or into 2 well-greased loaf pans (9x5x3-inches) or 2 well-greased 1-1 2 quart casseroles. Cover with a cloth. Let rise in a warm place, free from draft, until doubled in bulk, about 1-1/2 hours. Bake tube cake at 375° F. (moderate oven) for 1 hour; bake loaves or casseroles at 350° F. (moderate oven) 60 to 70 minutes. Cool cake in pans 5 minutes. Turn out on cake rack.

SHRIMP HABITANT gets its name from the descendants of early French settlers in Canada, the Habitants, who do wonderful things with a green pea soup made with ham. Clean 1 pound shrimp. Empty 1 can frozen condensed green-pea-with-ham soup, but add only 1 2 cup water. Bring to boil. Add shrimp and simmer until shrimp have deepened in color, about 8 minutes. Pour soup over hot rice. Garnish with parsley and pimiento strips.

SHEAFFER'S *Review*



SHEAFFER'S *Review*





Season's Greetings

The Christmas season is a time of thanksgiving and reflection for most of us. Looking back over the past year, I feel we have much for which to be thankful.

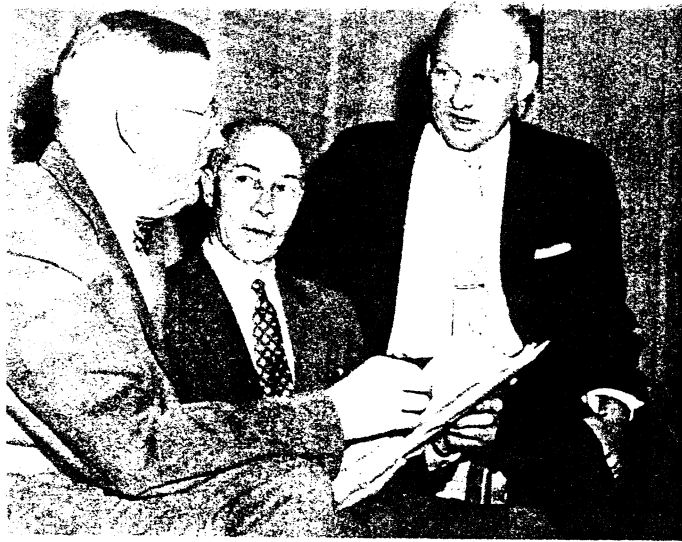
As we enter the holiday season that traditionally heralds the end of another year, I'd like to convey my sincere thanks to each of my co-workers for the contribution you have made to the success of our operation during the year. Your cooperation and productive efforts have been responsible in no small part for this success.

My hope for the coming year for each of you is one of peace and prosperity. Although an uneasiness hangs over the land where the Prince of Peace was born in a straw-filled manger nearly 2,000 years ago, I cannot but feel that peace is bound to come as long as men strive and work for it.

So to each of you—and to your families—my sincere best wishes for a truly Merry Christmas and a happy, healthy and prosperous New Year.

W. A. Sheaffer II
President

Goings On . . .



Preparing for the Fountain Pen and Mechanical Pencil Manufacturers' appeal to the House Ways and Means Committee is, from left, Sheaffer, Frank L. Sheaffer, association president, and Mr. Sheaffer, the association's executive vice president. Mr. Sheaffer is the spokesman for the association during the Washington hearings.



Lyle Omdahl (Accounting) (center), chairman of the Chamber of Commerce's contact club, presents the "Pat" trophy to Don Mitchell (r) in recognition of the latter's outstanding work in the club. Looking on at left is Bill Bunn (Research & Development) who designed the trophy which is named in honor of the chamber's executive secretary. (Evening Democrat Photo)



Harry Waldron, director and retired vice president, presents a Sheaffer ensemble to the winner of the "Miss G.O.P. of Madeira Beach" contest at the Florida resort.

As a token of the Chamber of Commerce's appreciation for seven years of service, Jack Finley (l) (Traffic) presents an engraved gold watch to J. C. Patterson, the chamber's executive secretary. Jack is president of the local chamber. (Gaulle Studio Photo)



Lucky winner of a new station wagon in the recent Sheaffer Sweepstakes sales contest was John Shannahan (second from right) who topped salesmen in the Southern division. John and Mrs. Shannahan, who flew to Ft. Madison to pick up their car, are shown with F. E. Troy (l), general sales manager, and Hugh Green (r), Southern sales manager.

Salesman Cliff Knapp (center) receives the keys to a new Ford station wagon from President W. A. Sheaffer II (l) while Western sales manager Glenn Davidson looks on. Cliff won the new car in a recent Sheaffer Sweepstakes sales contest for his outstanding record in the Western division.



PEN INDUSTRY SEEKS END OF EXCISE TAX ON WRITING INSTRUMENTS IN 1957

Removal of the excise tax on fountain pens, ballpoints and mechanical pencils in 1957 could help the writing equipment industry achieve its best year since World War II, according to Chairman of the Board Craig R. Sheaffer, the industry's representative in the fight for removal of the tax.

Increased pen sales, lower prices to the consumer and greater availability of writing tools would result from repeal of the tax, according to Mr. Sheaffer.

The healthy and steady progress of the writing equipment industry from a \$100-million retail volume in 1946 to \$300 million in 1956 should continue during 1957, in Mr. Sheaffer's opinion. But the progress would be accelerated by removal of the excise tax, he added.

A writing equipment retail sales volume of \$350 million during the coming year is quite possible if the excise tax is removed, in the opinion of the Iowa industrialist. Mr. Sheaffer represented the writing equipment industry in recent hearings by the House Ways and Means Committee on excise taxes.

The inequity of an excise tax on writing tools—essential to business and government as well as education—is pointed up by the lack of such a tax on such items as sporting goods used in grade schools and colleges, according to Mr. Sheaffer.

Tax Free Footballs

"Admittedly, the absence of a tax on athletic equipment and the resulting lower prices are in accordance with the theory that the tools of education should be as tax-free and low-priced as possible," he said. "But it is inconceivable that our legislators should consider footballs more essential to education than fountain pens and mechanical pencils."

Anybody who buys a handwriting tool affected by the tax, Mr. Sheaffer points out, has to use the retailer marks up his cost price on the basis of the cost to him, which includes the 10 per cent tax. The effect at the retail level is the same as if the manufacturer had increased the cost of his product by that percentage. Thus, the consumer pays a price which includes twice the amount of tax collected by the government. Removal of the tax could mean lower prices on all kinds of mechanical writing tools in 1957.

Among the factors responsible for

writing equipment makers' and retailers' optimism for the industry in 1957 is the anticipated expansion of nearly 2,000,000 pupils in primary and high school enrollment this year. This increase of daily pen and pencil users plus increased teacher acceptance of mechanical writing tools augurs heavier sales to the youth market.

Improved Ballpoints

Improvement of quality in ballpoints should insure continued popularity of those writing instruments in 1957, in Mr. Sheaffer's opinion. Now that the ballpoint has proved itself as a utilitarian writing tool, it should gain increased acceptance as a gift item in special gift models. Longer-writing ballpoints are expected to meet increased demand.

Improved distribution and merchandising techniques are other reasons for the pen industry's bright outlook, according to the board chairman.

"The past ten years have seen a great diffusion of writing equipment retail outlets", he said. "Although the counter sales clerk still is the key to sales of top quality writing tools, mass merchandising techniques have made low-priced writing implements available in such places as gas stations, cigar counters and even super markets. As distribution widens and the industry's merchandising becomes more dynamic, its sales rise should show an even steeper upgrade than in the decade since World War II."

C. R. Sheaffer Honored

Craig R. Sheaffer, board chairman, has been elected an honorary trustee of Iowa Wesleyan College at the semi-annual meeting of the board of trustees.

Both Mr. Sheaffer and his son, W. A. Sheaffer II, have been serving on the Iowa Wesleyan board.

GODERICH PLANT WORKING OVERTIME TO MEET ORDERS

Deluged by Christmas orders, employees of the Goderich plant have been working a 10-hour day five days a week, plus Saturday mornings in an effort to meet the tremendous demand for Sheaffer products in Canada.

Leon H. Black, president of the Canadian plant, pointed out that this stepped-up weekly production schedule has been in effect, with few exceptions, since September.

Demand for Sheaffer products through the Dominion have been increasing to the point where normal production could not keep pace with sales requirements, he explained. Last month for example was the best November from a sales standpoint in the history of the Canadian company.

The stepped-up work week enabled the company to fill its Christmas orders and permit the factory to close the night of Dec. 21 for the annual Christmas shutdown. It reopens Jan. 2.

The Goderich plant's offices closed Friday evening Dec. 21 for Christmas and reopened Dec. 26 and 27 and then closed until Jan. 2 when normal work week resumed.

Activities Committee Host To County Home Residents

Members of the Activities Committee again played Santa to the approximately 114 residents of the Lee County Home with a special Yule program.

The annual visit to the county home has been a joint project of the Activities Committee and the Community Chest for many years. Prior to the visit members of the committee worked evenings at the Sheaffer clubhouse preparing individual gift packages for the residents of the county home. Packages included gifts of candy, cigarettes, clothing etc.

At the county home, the Activities Committee arranged a program which included songs by the Ft. Madison Barbershoppers, Christmas carols and distribution of gifts.

Margaret Keir (Engineering) was chairman of the county home Christmas party and Kay Haley (Accounting), co-chairman.

Good Skates...

Activities Committee Holds Skating Party



George Berens (center) (Service), chairman of the Activities Committee presents a skating skirt to Craig McWhorter for his wife Iris (Sales). The skirt was one of the door prizes awarded during the evening's program.



Sheaffer employees and their guests test their skating legs again at the Activities Committee's recent roller skating party at the 400 Ballroom Rink. For some it was the first time on skates in many years.



Kenny Hart (Stockroom & Warehouse) and his wife give an exhibition of some fancy ballroom skating during the Activities Committee's recent skating party.



Members of the Activities Committee who worked to make the recent skating party a huge success get special recognition for their efforts during the program. L-r: Mary Cook (Skrip), Windy Kent (Sales), Pat Bray (Pen Assembly), Neomi Menke (Plating), Norma Green (Plastic Fab) and Alta Grimes (Plastic Fab).



An absence of some 30 years from a favorite childhood pastime didn't take the edge off Ernie Stenger's (Guard) skating ability as this picture clearly demonstrates.



Janice Cross (Order Handling) won the lucky ticket at the Activities Committee's first skating party. Sharing her good luck with Janice are, Mrs. Gloria Martin (Organization & Planning) and Janet Consbrock (back to camera) (Sales).



Rolling merry along is this threesome which includes, l-r: Pat Bray (Pen Assembly), Betty Couch (Metal Fab) and Norma Green (Plastic Fab).



First prize of a skate case went to Neomi Menke (Molding) who held the lucky ticket at the Activities Committee's first skating party. She's shown receiving it from George Berens (Service), chairman of the Activities Committee.

SHEAFFER'S

REVIEW

Vol. 9 December No. 12

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories
Fort Madison, Iowa, U.S.A.

Fineline Division

Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,
Goderich, Ontario, Canada

Australian Office and Factory
Melbourne, Australia

Export Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

WHAT PEOPLE SAY

That Sheaffer employees are among the company's best ambassadors of good will is evident in the letters we frequently receive from visitors and guests who have an opportunity to tour the plant or to do business by mail with our people.

Recently we received a letter from a Sheaffer customer in Wewoka, Okla. which we think sums up the feeling conveyed in many similar letters. It read:

Gentlemen:

IN APPRECIATION

I have used your pens for many, many years, but just recently I had the first opportunity to have personal business with your home office.

Your employees were so kind and considerate in helping me find the right pen for my work. I made quite a pest of myself, but they never objected—always trying to help.

I believe this is the best job of public relations I have known in my 50 years of business. (You see, I'm not a kid).

I am boosting the Sheaffer pens to all my friends and suggesting they would make good Christmas presents. In fact, I am buying two for my grandchildren.

Merry Christmas and a Happy Prosperous New Year, with the same wish for all of your wonderful employees. They should know about this and know that THEIR courtesy to customers will PAY-OFF.

Sincerely
W. S. J. Doyle

RUNNERS-UP IN LITTLE LEAGUE



Members of the Mt. Pleasant plant's team in the Little League for baseball hopefuls of the future pose for a group shot after winding up the season with a 6-2 won-lost record that earned them second place in the league's final standings. L-r are: front row—Roger Milks, Bill Winkel, Clark Reed, Butch Kitch and Ross Kurland; second row, C. C. Sowers, plant manager; Herb Brase, assistant team manager; Wendell Brase, Donald Inns, Eddie Wilson, Larry Woodsmall, Bob Crandall and Harry Ross, team manager.

A number of our tour guides who take visitors through the plant also have commented on the very favorable impression visitors have gained from talking with employees in the course of the tour. In addition to going away with a very favorable impression of the plant and our manufacturing operation, they have carried with them a very warm feeling for the company and its products as a result of the friendly and courteous treatment that has been accorded them by our employees.

So whether you have been aware of it before or not, each of us is a goodwill ambassador to the stranger in the plant. How you treat him determines to a surprisingly large degree his impression of the company and influences to no lesser degree his inclination to buy our products.

Tool & Die Apprentice

Robert Saar is the newest apprentice to join the Tool & Die Division's training program.

Bob, a graduate of Fort Madison High School with two years shop training, will serve an apprenticeship of 8,000 hours or approximately four years at the end of which time he will be graduated as a toolmaker.

Employees To Be Paid Every Other Friday

Sheaffer's hourly employees will get paid every other Friday instead of semi-monthly, starting with the new year.

The change followed numerous requests from employees through the WASPCO Council for payment of salary checks every two weeks instead of semi-monthly.

Under the new system, the last semi-monthly pay check for hourly employees will be issued January 10 for earnings during the last half of December. The first pay checks under the new set-up will be issued to all hourly employees on Friday, January 18.

The new checks also will contain increased deductions for Social Security in accordance with changes in the Social Security law voted by Congress last August. Starting the first of the year, employees will have 2¼ per cent deducted from their pay checks for Social Security instead of the former two per cent. The tax will be deducted at this rate for the first \$1,200 of the employees' wages. The company also will match the employees 2¼ per cent deduction.

Service Anniversaries

December

—20 YEARS—

Bettie Dickey Purchasing
James Perry Maintenance

—15 YEARS—

Harold Orr Occupancy

—10 YEARS—

Eileen McLean Service
Gene V. Johnson Pen Assembly
John J. Higgins Payroll
A. H. Adkinson L.B.M.
Dorothy Hale Skrip
Agnes Hopson Plant No. 3
John Rea Plating
Richard Jacks Maintenance
George Willeford Plant No. 3
Floyd Lane Plant No. 3

—5 YEARS—

Carol Richards Plastic Fab.

November

—30 YEARS—

Harry Spencer Gold Nib

—20 YEARS—

Elizabeth Hendricksmeier Pencil

—15 YEARS—

George Kealan Screw Machine
Lloyd Brown Gold Nib

—10 YEARS—

Evelyn Kuhljuergen Skrip
Lorena Schulte Plant No. 3
Zelma Elliott Plant No. 3
Lavanda Beattie Plant No. 3
Frank McMurtrey Plant No. 3
Walter Hatton Plant No. 3
Koyne Ahlstrand Credit
Merle Koble Plant No. 3
William Trout Plant No. 3
Donald Kincaid Molding
David Young Stock Rm. & Truck Driver

—5 YEARS—

Grace Pulis Shipping
Richard Juergens Engineering
Keith James Tool & Die
Darrell Siegrist Service

Santa Thrills Youngsters At Annual Christmas Party

Genial Old Santa made his annual visit to the Sheaffer Employees Christmas party to delight the hearts of hundreds of employees and their youngsters.

The occasion was the traditional Christmas party sponsored by the Activities Committee at the Sheaffer clubhouse. Several hundred employees' children were on hand to greet Santa and to bring him up to date on their last minute requests.

The program got underway with the singing of several Christmas carols under the direction of Billee Mitchell (Traffic) followed by songs, dances and musical renditions by talented youngsters of employees. A highlight of the evening program was a special kiddies' magic show by the Great Mack Rose, the world's second greatest magician, who held the youngsters spellbound with slight-of-hand tricks.

Following the conclusion of the children's program and the drawing for the door prize, Amos Older (Desk Stand), who served as master of ceremonies put the youngsters in the mood for Santa's arrival. After parking his reindeer outside the clubhouse, Santa bounced in as the kiddies crowded around to welcome him and then queued up for a personal visit with him.

Members of the Activities Committee distributed toys and candy to the youngsters at the conclusion of the program.

Pat Bray (Pen Assembly) was chairman of the Activities Committee's Christmas party program, assisted by Neomi Menke (Plating) and Norma Green (Plastic Fab), co-chairmen.

R. L. DAVENPORT PROMOTED TO PROCESS ENGINEER

R. L. (Dick) Davenport, a tool designer in the Engineering Department, was recently promoted to process engineer and assigned to the Metal Fab Department, succeeding Bob Boecker who resigned.

Dick has been employed continuously with the Company since Feb. 1948. He joined the company as an engineering draftsman and was promoted to tool designer in Jan. 1952. In the latter capacity he designed many of the company's injection molding dies as well as some of the more complex automatic production equipment used throughout the plant.

Photo Forum

In keeping with the spirit of the season, our question this month quite logically centers around Christmas and the memories we associate with it.

This month's question:

What was the nicest Christmas present you ever received or the most memorable Christmas you recall?



FRANK WORDEN, Sr. (Service)—When I was six years old and lived on a farm I had the only Christmas tree I ever had as a kid. It was all decorated with paper and bulbs and candles. The candles set the tree on fire. Dad grabbed it and tossed it out the front door. That was a Christmas I'll never forget.

JOYCE BENNETT (Advertising)—Two things stand out in my recollection of Christmas. The first was a little baby buggy. It was grey. I guess that was about 12 years ago. The other was last Christmas. I got a blue sweater from my boy friend. I guess it meant so much because he picked it out.



BUD WEBER (Service)—I think the nicest Christmas present was the thrill my little girl got out of her Christmas tree about her third Christmas. Even today she is so thrilled that she can hardly talk.

BESSIE ANDERS (Cafeteria)—The nicest Christmas present is having our happy family—my husband and daughter—together for Christmas. I guess that's about the nicest gift of all.



BOB BRINKSCHROEDER (Service)—I remember a toy Caterpillar tractor I got when I was about six years old. I had wanted it badly for several years. But each year I was disappointed. Finally when I got it, it seemed like it was the most important thing I had ever received.

SARA KREIGHBAUM (Mail)—The nicest present? A friendship ring from my boy friend. That's it if you really want the truth... last Christmas.



W. A. SHEAFFER PEN COMPANY

311 Avenue H

Ft. Madison, Iowa

Return Postage Guaranteed

Bulk Rate

U.S. POSTAGE

PAID

Ft. Madison, Iowa
PERMIT No. 12

Strictly for *Ladies*...

Into the fabric of every American family's life is woven a pattern of holiday customs that are particularly strong at Christmas time. In many families, particularly those of English origin, a steamed pudding is often the highlight of the Christmas dinner. Anticipated eagerly throughout all the preceding courses, it is often ushered onto the table amid great pomp and ceremony.

The traditional recipes for favorite steamed plum or suet puddings sometimes seem alarmingly time-consuming and complicated to us, accustomed as we are to our many convenient packaged foods. But using one of today's packaged desserts for a steamed pudding, you can save time and work and still retain the old-fashioned character and goodness of puddings made long ago. Instant banana cream pudding makes the following Steamed Pudding Royale a Christmas dessert that you'll be proud to serve. It might even start a brand-new tradition at your family dinner table.

STEAMED PUDDING ROYALE

- 1 cup sifted enriched flour 1 package banana cream pudding
2 teaspoons cream of tartar 1 egg, unbeaten
1/4 cup finely chopped powder 1/2 cup dried fruit
1/4 teaspoon salt 2/3 cup milk
1/4 cup shortening

Sift together flour, baking powder and salt. Cream shortening thoroughly. Gradually add pudding and cream again. Add egg and beat well. Stir in fruit. Add sifted dry ingredients alternately with milk. Beat until smooth after each addition. Pour into a well-greased 1 quart mold. Cover securely. Place the mold on a rack in steamer containing about 1 inch of water. A deep covered kettle with a rack in bottom may be used in place of a steamer. Cover. Use high heat until water boils, then reduce to low so that steam is steady but light. Replenish water when necessary. Steam pudding for 1 1/2 hours. Remove mold from steamer, let stand a few minutes before serving pudding. Serve hot with cream sauce. Makes 6 to 8 servings.

FOAMY SAUCE

- 2 tablespoons margarine or butter 1 egg yolk, unbeaten
1/2 cup sifted confectioners' sugar 2 tablespoons milk
1/4 teaspoon vanilla 1/4 teaspoon vanilla
1 egg white

Cream thoroughly margarine or butter. Add gradually and cream 1/4 cup of the confectioners' sugar. Add egg yolk and beat well. Add alternately 1 cup of the confectioners' sugar and milk and beat to keep smooth after each addition. Add vanilla. Beat egg white until stiff but not dry. Gradually add and beat in remaining confectioners' sugar. Fold in sugar-margarine mixture into beaten egg white. Makes 12 ounces.

Merry Christmas

and a

Happy New Year



Lorena Wilcox Makes Bowling Debut On TV

Lorena Wilcox (Gold Nib) made her TV debut recently in a televised bowling match with Mrs. Lillian Vermillion of Keokuk on KHQA-TV's weekly bowling program.

But Lorena, an outstanding bowler in the Ft. Madison area and winner of the Sheaffer Women's bowling league singles title for several years, wasn't up to her usual form and bowed to Mrs. Vermillion in the three game match series.

Plagued by tough luck throughout her three games, Lorena put together games of 157, 176 and 143 for a 476 total while her opponent racked up games of 243, 168 and 225 for a 606 series. Incidentally, Lorena's opponent in the televised match turned in the highest women's series score that had been rolled on the program, and the second highest series, including the men.

The Sheaffers women's singles champion, who bowled without a handicap, received a \$25 consolation prize.

On The Cover



Probably no one works harder to make the Christmas spirit felt throughout the plant than the Rasmussen sisters—Hannah (I) (File) and Alice (I) (Export). This year again they've done an outstanding job of decorating the lobby Christmas trees, even going so far as to providing simulated gift packages.